

LIFE

A black and white photograph of a woman in profile, facing left. She is wearing a large, dark, ornate wig with many curls and loops. She is looking out over a city skyline, with several tall buildings visible in the background. The woman is wearing a dark jacket over a light-colored blouse. The overall tone is dramatic and historical.

WASHINGTON PERUKE

FEBRUARY 6, 1939 **10** CENTS

America's Sweethearts want Flowers for St. Valentine's Day... Feb. 14th

WHY do they want flowers above anything else? Because St. Valentine's is the day of romance. And flowers have a way of saying "I love you", as no other gift can.

So send *your* sweetheart flowers for St. Valentine's Day. If she's miles away from you, send her flowers *by wire*—the guaranteed F.T.D. way.

It's inexpensive! *Easy!* Just see the nearest florist

who displays the F.T.D. (Florists' Telegraph Delivery) emblem. He does the rest!

And your flowers are delivered—fresh and gorgeous! A Valentine she'll never forget!

What to send? Your F.T.D. florist will give you plenty of grand ideas. Here are a few. But whatever you select, you can be sure your sweetheart will be thrilled with the flowers—and you!



Hint for boy friends. You're sure to make a glorious hit if you send her the gift she's wishing for—a Valentine of flowers.

And here's her wish come true—roses red and violets blue—in an exquisite corsage. As low as \$2.50. Nothing additional except the actual cost of the wire.



Hint for husbands. If you can't be there to hug her yourself, do the next best thing—wire her flowers for St. Valentine's.

And here's one lovely idea—an orchid to make her feel very glamorous. You can send a beautiful orchid or a gorgeous corsage for considerably less than you would expect to pay.




Hint for sons. There's no sweeter way to tell mother you remembered than to send her a fragrant, living Valentine of flowers.

And if she's specially fond of cut-flowers—send her an arrangement studded with gay, spring blooms. It can be modest or elaborate, just as you wish. From \$2.50 up.

FLORISTS' TELEGRAPH DELIVERY
SHOPS ENABLE YOU TO

*"Say it with
Flowers... by wire!"*



**The mark of the world's
top-flight florists**
Look for this F.T.D. emblem
—before you buy. It's your guar-
antee of complete satisfaction.

★ Elgin makes exciting 75th Anniversary offer! ★

That all *Youth* may share in America's great timepiece tradition



ELGIN "ANNIVERSARY" WATCH

Values never before offered
for less than \$24.75...

NOW **\$19⁷⁵**

Here is an opportunity of special interest to all young Americans who are headed for success. Act now!

This offer ends March 18.



★ ELGIN ★

CHOICE OF DISTINGUISHED AMERICAN
FAMILIES SINCE 1865

"EXTRAORDINARY" is the word. ELGIN watches which at \$24.75 would be exceptional values are now offered for only \$19.75! There is a reason for it...

As ELGIN enters the year of its 75th Anniversary, it is eager to broaden and deepen the ELGIN tradition which has thrived in millions of American homes for generations... and is willing to make concessions to do it.

Every one of the new ELGIN "Anniversary" models is styled with 1939 smartness... star-timed for accuracy. Honest American craftsmanship throughout.

See all the new ELGIN "Anniversary" watches at your jeweler's now! They make exciting Valentine gifts! At the price of \$19.75 they are some of the most important values ELGIN has ever offered.



"Family tradition told me my graduation watch would be an ELGIN," writes Gwendolyn Wilder Wood, Wellesley '38. She is the owner of the fifth ELGIN in her family.



"ELGINS have been a tradition with us for generations," says young Stuart Hotchkiss, Yale '36. Today the ELGIN tradition beckons to thousands of other young Americans.



"It was a memorable day," says Miss Dabney Parrish, of Greenville, South Carolina, "when I received my ELGIN." Miss Parrish's mother and brother also wear ELGIN watches.



This One



ET6Y-ZLK-HGJ6

OLD-FASHIONED DOWRY

no longer burdens Father



Daughters in the old days, when wooed and won, definitely expected to be "set up in housekeeping" by father. But today daughters set themselves up. Many work and can buy silver and linens out of savings. Engagement parties have changed from pink teas to practical gift "showers."

Especially practical is the modern bride's attitude toward sterling silver. During engagement days she is apt to select a pattern, buy a few pieces now and then, hint for gifts of additional pieces on birthdays and Christmas. At wedding time, bride, jeweler, and friends collab-

orate in avoiding duplication of gifts, make sure the sterling service is rounded out with the most needed pieces.

Foremost among makers of silverware is International Silver Company, whose Sterling Division creates, year by year, patterns that are "Ah-ed" over at countless weddings. Especially popular with modern brides is International Sterling's new "Me to You" gift set.

This is a place setting for one person—knife, fork, cream soup spoon, butter spreader, salad fork, teaspoon. In the



very lovely new Enchantress pattern (top, below) this set costs only \$16.75—makes it easy to build up a complete service of fine solid silver in easy stages.

Larger sets, in any of International Sterling's handsome and impeccably correct designs, can be purchased by means of Budget Payments or Jewelers' Lay Away Plan.

INTERNATIONAL STERLING



Enchantress—a new masterpiece, beloved by recent brides.



Courtship—romantic as its name, graceful and feminine.



1818—mellow, serene—a pattern blessed by long tradition.



Empress—a true modern, superb in design and craftsmanship.

TUNE IN EVERY SUNDAY—"SILVER THEATER," 8 P. M., E. S. T.—COAST-TO-COAST COLUMBIA NETWORK.

LETTERS TO THE EDITORS

Foreboding of Doom

Sirs:

Maybe I'm peculiar—pictures of people with bullet holes in them don't bother me. Neither do pictures of rats with windows in their abdomens. Nor was I panicked by Orson Welles's famous radio story. But when I opened LIFE (Jan. 16) to the Picture of the Week I was frozen with a horrible foreboding of doom. Confronted by a simian colossus sitting in the middle of a wet nowhere under a murky sky, leering out of a cold, pupil-less eye—well—I haven't slept soundly for several nights.

R. E. HOWE

Washington, D. C.



MISOGYNIST

Sirs:

It is the portrait of a misfit suffering the untold agonies of a tortured mind. Frustration yet determination, terror yet superiority are all there. He has met complete defeat and knows it but will not recognize it. He is terrified of the water and the photographer and perhaps his own emotions, yet feels a sense of superiority—a sense of being right when all else is wrong. All the world has turned against him and he is fired with a hatred of everything he knows. And it is a magnificent, futile, unavailing hatred.

JOHN C. NEEDHAM
RICHARD H. NEEDHAM

Chicago, Ill.

Sirs:

Jeeper's creepers—the picture of the misogynist scared the hell out of me.

R. J. VIGNEAU

Salt Lake City, Utah

Sirs:

Why was the evidently charming Miss Mjeth morally obligated to act as a self-appointed probation officer and "drive the monkey back to his island home?"

Next time this monk sees a female racing after him, he may lie down flat on the ocean floor and stay there.

FLORA LESTER DICKERSON
Tulsa, Okla.

● On Jan. 16 the New York Times reported that the same monkey made a second break for freedom. This time he got across a half mile of water to the Puerto Rico mainland. There he again sat down and was again captured by the custodian of the monkey colony.—ED.

Dentistry

Sirs:

Until the Jan. 16 issue of LIFE, dentistry had successfully eluded publicity since its organization a century ago. There was wisdom in the long wait, since none but LIFE could have handled our story with such clarity and dignity. Thanks for your kindly spotlight.

ALEXANDER J. SNYDER, D.D.S.
New York, N. Y.

Sirs:

Your story has my unqualified approval. I know of no instance in which den-

tistry has been so satisfactorily presented in a lay publication.

A. H. MERRITT, D.D.S.
New York, N. Y.

● Dr. Merritt is the president-elect of the American Dental Association.—ED.

Sirs:

It is heart-warming to have you find more than the usual swollen face with a rag about it to depict our profession.

C. G. DENZINE, D.D.S.

Springfield, Minn.

Sirs:

LIFE, you're the answer to my dentist's prayer. For I got no farther than the second page of your wonder of dentistry, when positively every tooth in my mouth made me feel no end of pain.

What then is this great power of suggestion that a picture produces?

ED J. MESHESKI

Milwaukee, Wis.

● LIFE's Science Editor, while working on the story, had the same experience.—ED.

Biblical Puzzle

Sirs:

William Blake's drawing of Eve's creation in the Jan. 16 issue is still a puzzle to me. Will you please inform me just why Adam & Eve have navels?

Adam was created from dust and Eve from his rib. Neither had mothers nor umbilical cords.

KENNETH GIRDWOOD

Castine, Me.



BLAKE'S ADAM & EVE & GOD

Sirs:

Referring to the drawing by William Blake, I would like to quote a story:

Once there was a sinner. His friends and relatives advised him to mend his ways, else when he died he would go to hell. The man only answered that he could do as he liked because he sinned intelligently and was always very clever. He said his cleverness would always stand him well.

In due course of time, the man died and appeared before St. Peter. St. Peter, of course, pointed down into hell. The man, however, argued that first St. Peter must allow him to show how clever he was. If St. Peter could give him a problem he could not solve, then he would willingly go to hell.

St. Peter accepted and told the man to wait outside the gates till he was bid to enter. After a while St. Peter returned and said, "I have just lined up 100 nude females and 100 nude males. If you can identify or select Adam and Eve from among that group you may enter."

The man selected the man and woman who had no navels. He got into heaven.

MARGARET D. MCGRAW

New Orleans, La.

● This logical question was asked by many LIFE readers. Apparently it never occurred to the many artists who have depicted Adam and Eve.—ED.

(continued on page 4)

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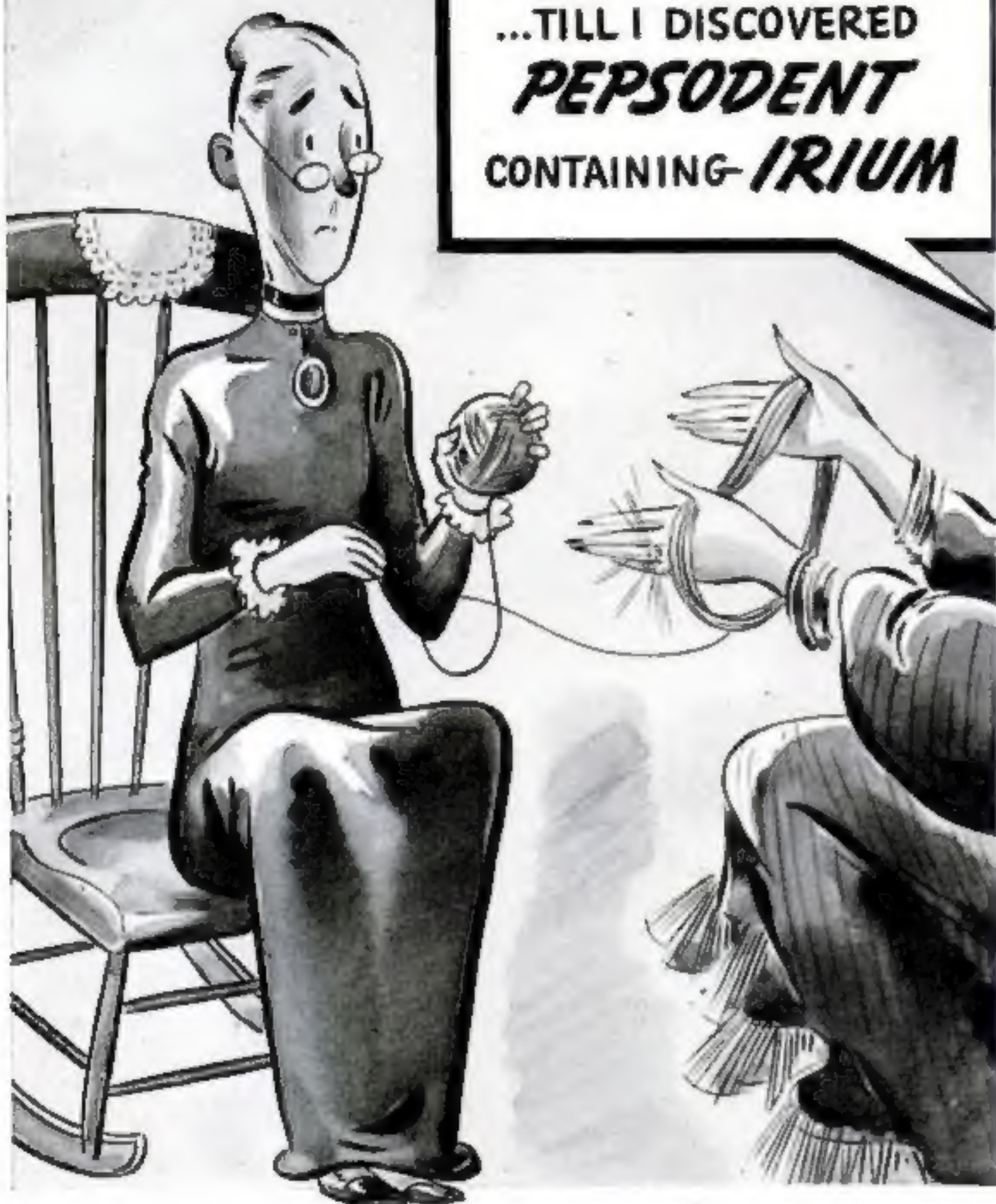
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PLEASE WRITE PLAINLY

LAND SAKES!

AREN'T ALL TOOTH POWDERS
JUST ABOUT THE SAME?

THAT'S WHAT I THOUGHT
...TILL I DISCOVERED
PEPSODENT
CONTAINING **IRIUM**



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"Make a Change for the Best"

START TODAY THE IRIUM WAY
WITH PEPSODENT POWDER

LETTERS TO THE EDITORS (continued)

Luscious Lucius

Sirs:

Lucius Beebe (LIFE's cover, Jan. 16) merely proves that women who wear wimples (LIFE's cover, Jan. 2) are not the only damn fools in the world.

N. C. MACPHAIL

Spokane, Wash.

Sirs:

If that picture of luscious Lucius Beebe on LIFE's cover isn't the dead rap of W. C. Fields of two decades ago, I'll eat the rim of his Micawber-like pearl skimmer with a salad fork.

JOHN J. HERLIHY

The Bronx, N. Y.

Sirs:

LIFE's Lucius Beebe cover for some reason reminds me of W. C. Fields. You figure it out.

B. E. MONTGOMERY

Chicago, Ill.

Sirs:

My first thought on viewing your cover was, "W. C. Fields certainly has reduced."

A. J. FERKEL

Philadelphia, Pa.



LUCIUS BEEBE

Sirs:

Pray tell, is poor dear deluded Mr. Beebe aware that all he needs is four aces up his sleeve and the inevitable horseshoe stickpin to complete the perfect picture of an old-time river gambler?

KENNETH KATZ

Los Angeles, Calif.

Sirs:

Fourteen years ago, this writer took some special studies at Harvard.

Lodging with his brother Charles, a senior, in Drayton Hall turned out to be an unfortunate decision. For, directly overhead, there roomed a bold roisterer named Beebe, who was Nature's best aid for insomnia. If he and his friends weren't dragging beds and corpses across the floor to and fro, they were hurling trunks through the window, or leaping and yelling from fire escapes.

These macabre stunts started, without fail, at the stroke of one in the morning!

Palled by this unseemly diversion, this writer told his brother Charles that — ethics or no ethics — the time had come to call a halt. Next evening the ceiling rocked more terribly than ever. Drayton Hall seemed to jitter on its foundation. Window panes rattled. Furniture in Beebe's room danced and bounced east and west.

And Brother Ben, with a "show you" glance toward Charles, strode into the hallway and bawled: "Hey you, Beebe—"

Door upstairs swung wide slowly, and a gallant youth emerged. He towered above the balustrade, attired in a gorgeous silk dressing gown.

"Hey you, cut out that — rack-et!" stormed brother Ben, not to be awed by the lustrous Lucius' regalia (which, in truth, had awed him).

"Sorry, sir. Very sorry. It shall not happen again! I assure you."

The gallant Beebe bowed and retreated to his room.

Next day the Boston papers reported

that at the time of this interchange there had been an earthquake in New England. Lucius, like a gentleman, had apologized for it.

BEN TRININ

Pasadena, Calif.

● Mr. Beebe enjoys the unique distinction of having attended both Harvard and Yale and having been expelled from both. He was expelled from Yale for a series of pranks, the last of which was impersonating Professor Tweedy, the full-bearded Dean of the Yale Divinity School, at a theater. He got through Harvard College but was expelled from the Graduate School after a fight in which his opponent was injured by a heavy bookcase.—ED.

Wonderful California

Sirs:

As a member of the student body of the largest Junior College in the world, may I register the unofficial protest of seven thousand students of Pasadena Junior College to your treatment of the annual New Year's parade at Pasadena in your issue of Jan. 16. The facts that between a million and a million and one-half



W. C. FIELDS

people saw the Tournament of Roses in comparative safety; that a Douglas Superliner equipped with short-wave radio was used by the chief of police to direct traffic; that thunder clouds, blue sky, a rainbow, and warm sunshine were all experienced at the same time during the parade; that a junior parade a few days before attracted a crowd of approximately 100,000, in itself, are all of greater news value to students than a runaway float.

BOB COATES

President of the Student Body

Pasadena Junior College
Pasadena, Calif.

Borrowed Sagittarius

Sirs:

It pains me to notify you that you have been imposed upon. The "Ode to Downing Street," printed in your Jan. 16 issue over the name of Jerry Kanner, was originally published several months ago in the English periodical *The New Statesman and Nation*, and was signed "Sagittarius."

PARKER LESLEY

The Detroit Institute of Arts
Detroit, Mich.

Sirs:

I write radio scripts and have little time for verse—good or bad—but even if I had, I doubt that my poetic talent would be equal to the poem published over my name. Much as I would like to claim its authorship, credit must go to a good friend who writes under the name of "Sagittarius."

Credit for the practical joke played on me and the Editors of LIFE goes, I am sorry to say, to another friend. I won't give him away, but I do send you his abject apologies and promises that it won't happen again.

JERRY KANNER

New York, N. Y.

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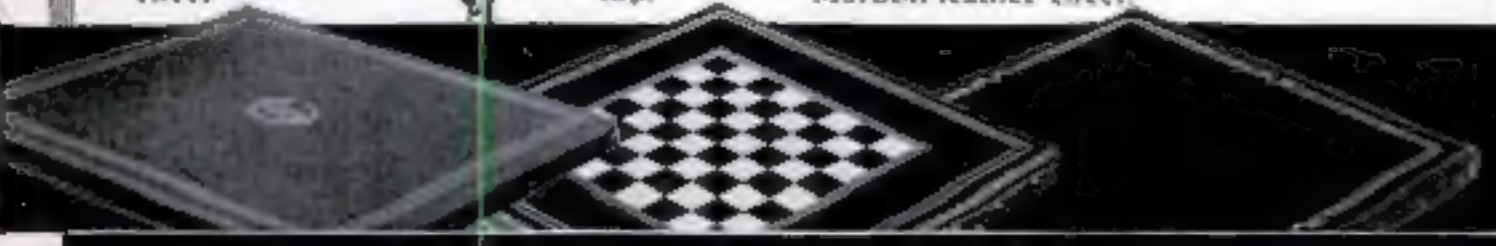
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Japanese kewpie waves his rifle before the Rising Sun of Japan. The lettering above him says, "I wish you a Happy New Year! Ten thousand years!" But what makes the child jubilant is conquered China.



A trace of anxiety shadows the expression of this kewpie, flinging his hand grenade left-handed toward somebody, presumably a Chinese kewpie who is not shown. Smoke and barbed-wire make this "realistic."

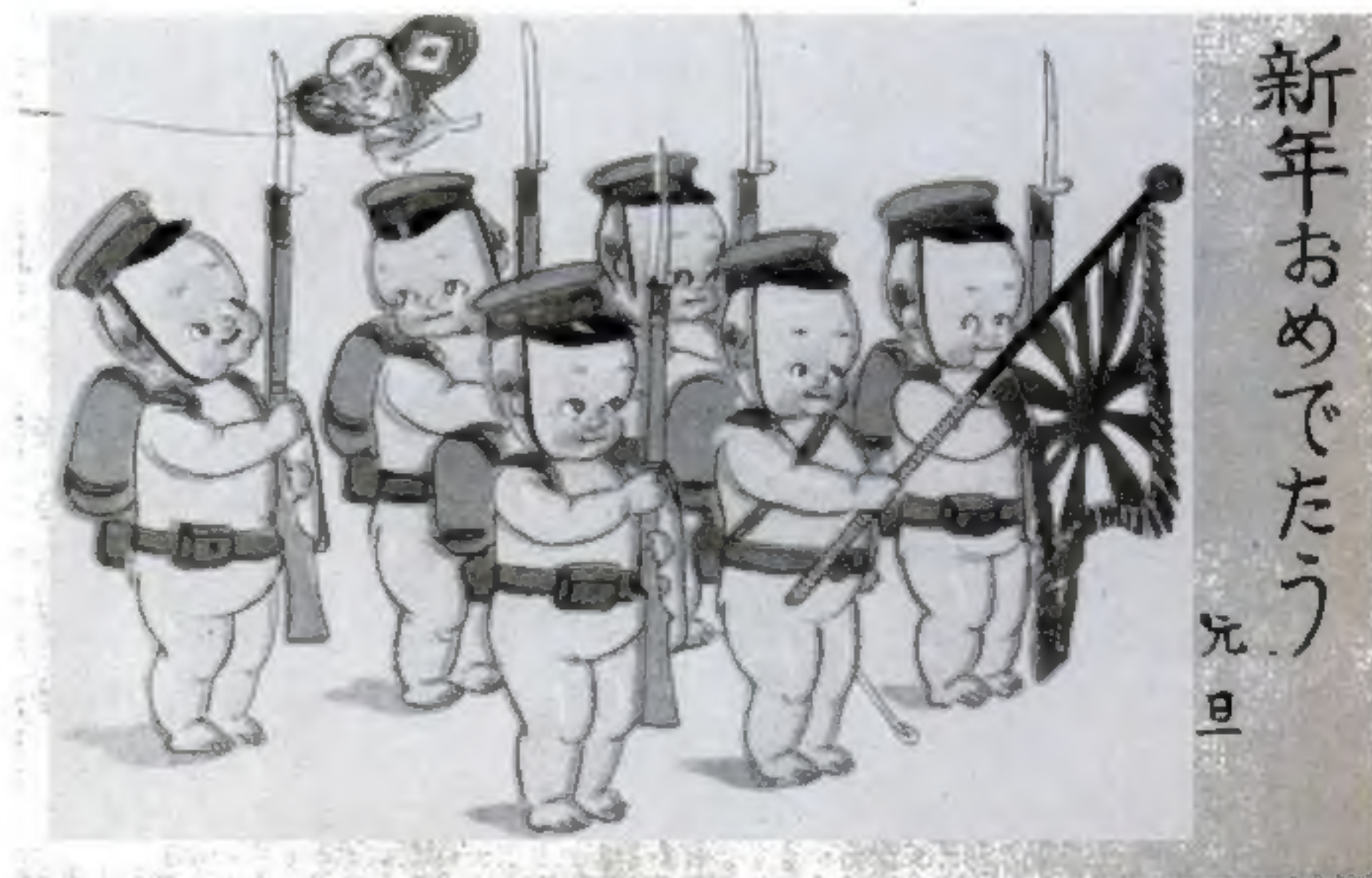
SPEAKING OF PICTURES

... THIS IS THE WAY JAPAN
MAKES THE WAR IN CHINA
FIT FOR SMALL CHILDREN



"Ready! Aim!" says the Japanese baby officer and three baby infantrymen aim at the stubborn hordes of China while one impishly aims at three piled tangerines. Any

war in which such playfulness is possible, the picture suggests, must be a pleasant and victorious war, hardly a war at all. "Happy New Year!" the lettering repeats.



This squad of six is also having discipline trouble, like the group above it. A Japanese kite is snarled in the bayonet of one baby. The Army standard here is em-

bellished with purple fringe. The flag of the Japanese Navy omits the fringe. Both have 16 red stripes. The kewpie with the standard carries a samurai sword.

The amazing pictures on these pages are taken from New Year's postcards sold in Japan. By substituting kewpie dolls with strangely occidental faces for the slant-eyed conscripts of Japan, they make the war in China look playful, even cute. The deadly weapons of modern warfare have a grim irony in the hands of these fat, naked little figures. The postcards, however, have proved an immense success in Japan. They also reveal something about Japanese methods of propaganda.

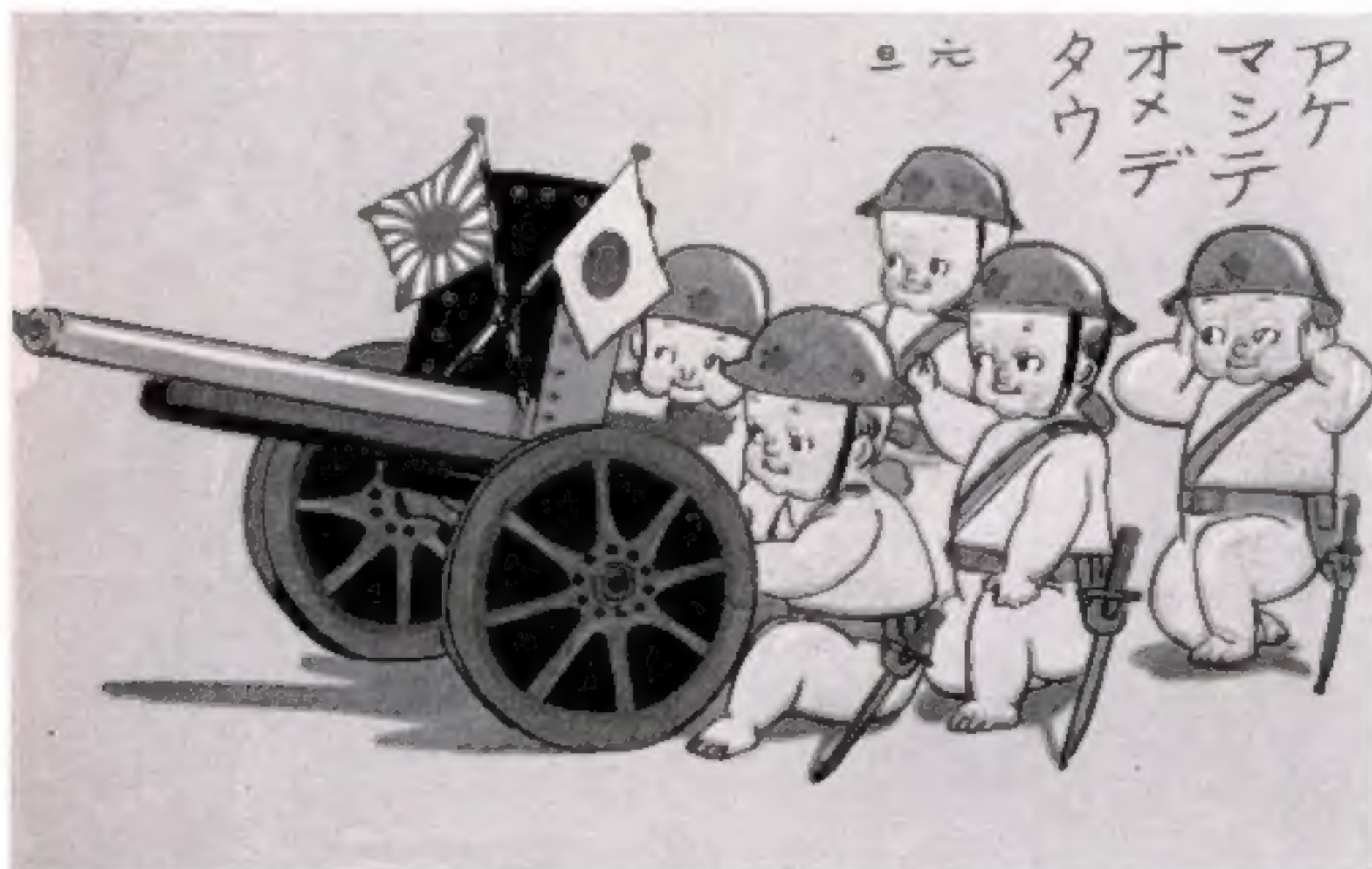
In a nation where the people are regimented, it is not permissible to make war seem terrible, the enemy formidable. Instead, in Japan now, as in Germany during the World War and in Italy during the Ethiopian War, the enemy is described as an effeminate, disorganized weakling and war as a great game. In nations with a tradition of personal freedom, however, the opposite kind of propaganda is possible. Thus, in the U.S. during the World War, the Germans were described as superhuman, man-eating Huns. This incited Americans like a challenge, helped make them the most formidable soldiers that Europe had ever seen. This propaganda in a backward country, however, would have had the effect of terrifying the people into paralysis. The propaganda departments of all the great powers naturally know all this and develop their particular kind of propaganda by trial and error.

The war in China has so far killed, according to Japanese War Minister Itagaki, 2,000,000 Chinese and 51,000 Japanese. Japan always claims a 40-to-1 ratio. Neutral observers, however, count 450,000 Japanese casualties. That the Chinese can keep on fighting for a long time to come, if they want, is the opinion of U. S. Ambassador Nelson Johnson and the President of China's Legislative Yuan, Sun Fo.



A masterpiece is this re-enactment by kewpies of the famed "Three Human Bombs" episode during the 1932 siege of Shanghai by Japan. There three Japanese sap-

pers ran a 9-ft. firing bomb into the Chinese barbed wire, blew up themselves and the wire to clear the way for the infantry. Kewpie is filling bomb with red pepper.



Japanese kewpies man the artillery. The red Rising Sun flag on a plain white field is the national all-purpose flag; the rayed Sun is the standard of the armed

forces. Japan did not use an official national flag at all until after western ways were introduced by the white men less than 70 years ago. The plain flag is the older.



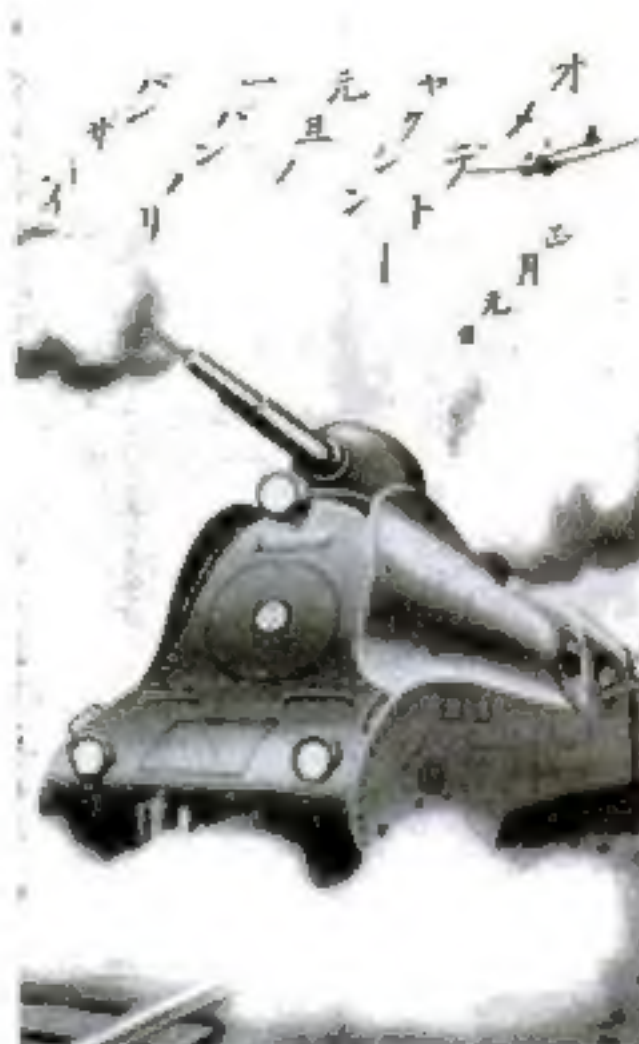
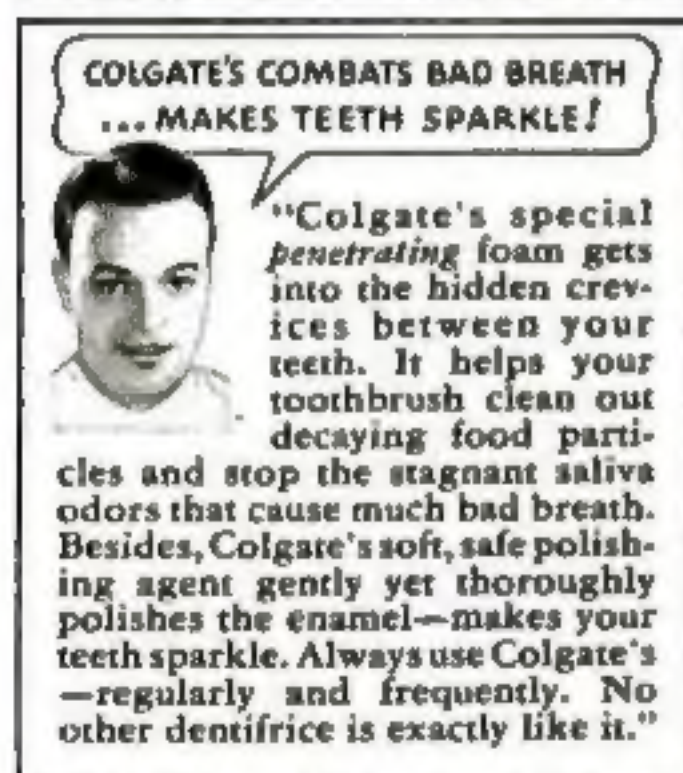
The flame-thrower seems to have appalled this Japanese kewpie for the moment as he marches toward the barbed wire. He carries Japan's flag on his back. This card wishes you a "very Happy New Year."



It is great fun this kewpie has dropping bombs in China. Lately aggressor nations at war have tried to make a heroic and joyful game out of this procedure of dropping death on civilians who cannot strike back.

SPEAKING OF PICTURES

(continued)



Armored train wishes "you a Happy New Year and a first ride on New Year's Day for a fast train. Ten thousand years!"



Masked cavalymen, hissing New Year's greetings at the gallop, add "Move forward and again move forward. Banzai!"



Four-motored flying boats roar, "Forward! Forward, Empire of Japan," as well as "wishing you a Happy New Year."



"Happy New Year!" bark the machine guns of this Japanese six-wheeled camouflaged armored car in full course.



Mobile howitzer, flying the Rising Sun flag of Japan, adds its loud word to the Japanese holiday chorus of greeting.



Plane machine-gunner fires into the sky while a Chinese plane in background futilely blazes back with two machine guns.

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LIFE'S COVER: Close scrutiny of pretty curly-haired Susi Lanner on this week's cover will disclose that her hair in back is held together by a small black bow. George Washington and other modish gentlemen of his period also wore bows at the nape of the neck. One basic difference between Susi's coiffure and that of 18th Century gentlemen is that the gentlemen wore wigs, also known as periwigs or perukes. Some British barristers still wear them. For the story of how the peruke has been adapted to modern hair and hat styles, turn to page 37.

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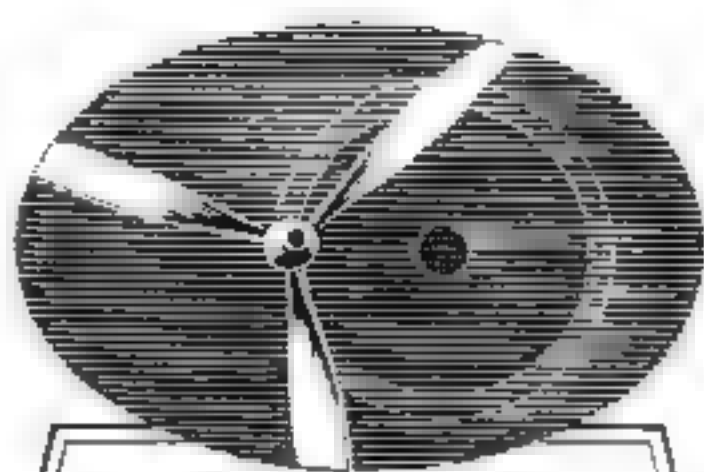


If you, too, have lacked vitamins, discover the grand things they can do for you! And to help get your vitamins, eat Kellogg's PEP! PEP isn't a medicine! It's a supremely delicious, ready-to-eat cereal—crunchy flakes of bran and other parts of wheat, enriched with extra vitamins B and D. And it's so economical! Eat PEP every day and see if you don't feel better! It is made by Kellogg's in Battle Creek.

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VITAMIN ENRICHED
70 BRAN FLAKES

**Vitamins give you Pep!
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*Vitamins B and D. Each one-ounce serving of PEP gives 1/5 of an adult's and 1/2 of a child's daily requirement of Vitamin B, and as much Vitamin D as a teaspoon of U. S. P. cod-liver oil. These, of course, are not the only vitamins you need. For sources of other vitamins see the PEP package.



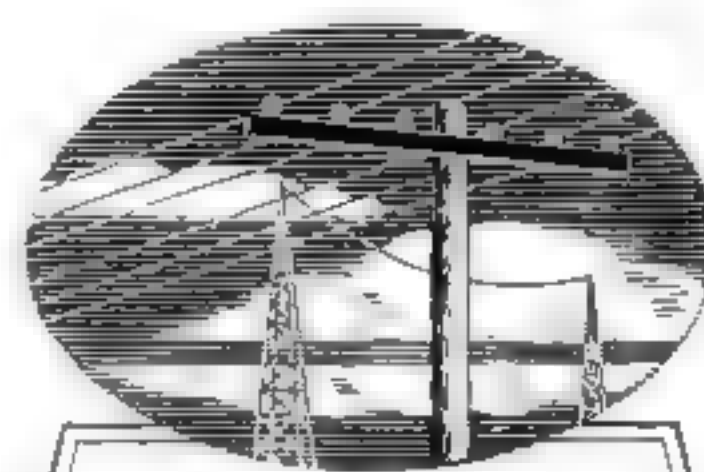
IN TRANSPORTATION

Mimeograph

—tells shippers where freight cars pass and when...cuts cost of railroad storekeepers' records...posts pilots on airline regulations and flight schedules...simplifies inter-railroad accounting.

No one has ever counted all its uses

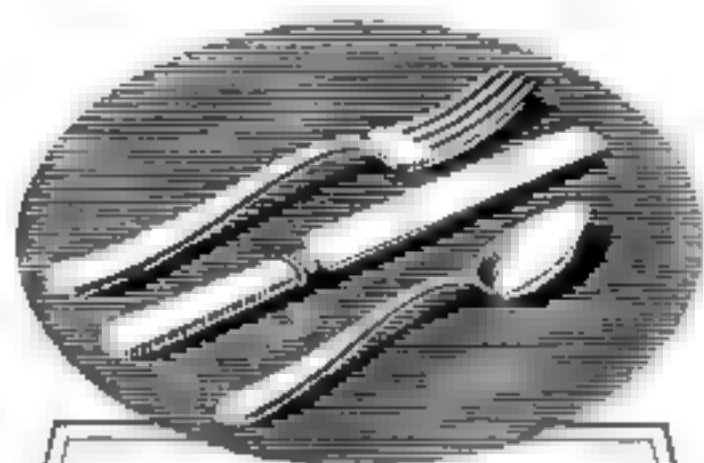
*Even we who make
The Mimeograph learn about
new applications every day...
Here are just a few basic uses
by a few basic industries...
What can The Mimeograph
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IN COMMUNICATIONS

Mimeograph

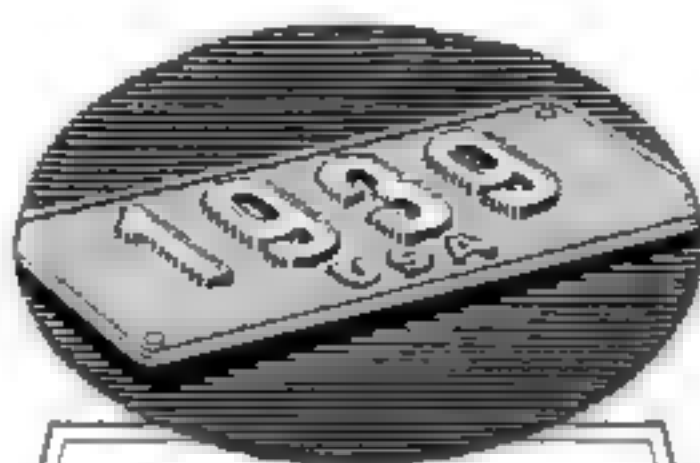
—tells the nation what the weather is and will be...gives the blow-by-blow story of a prize fight...puts words in actors' mouths via radio scripts...aids telegraph in calling men back to work.



IN THE FOOD INDUSTRY

Mimeograph

—gets out packers' price lists...issues up-to-the-minute market reports...simplifies store ordering via "Want-Order" systems...bulletins overnight new findings and helps to food producers.



IN THE AUTO INDUSTRY

Mimeograph

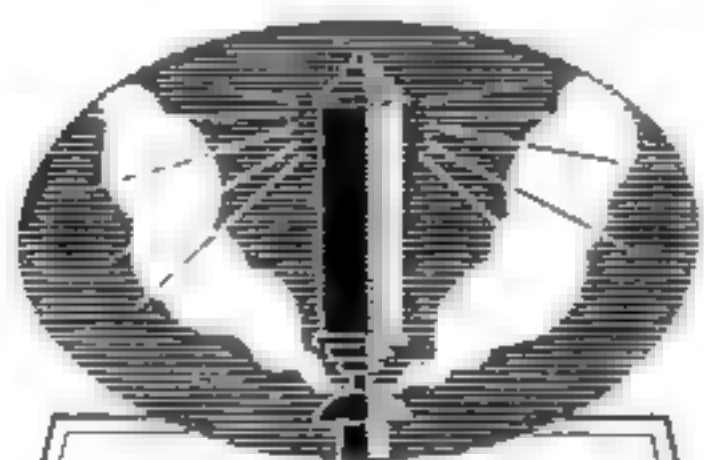
—speeds production on parts catalogs...puts out parts price lists...issues job tickets to cut error, delay, and production cost...makes surveys of public preferences...kuits sales force to factory through bulletins.



IN GOVERNMENT

Mimeograph

—makes possible money-saving bid forms...lists registered voters in states, counties, wards and precincts...gives daily orders to the Army and Navy...helps examine and grade civil service applicants.



IN MANUFACTURING

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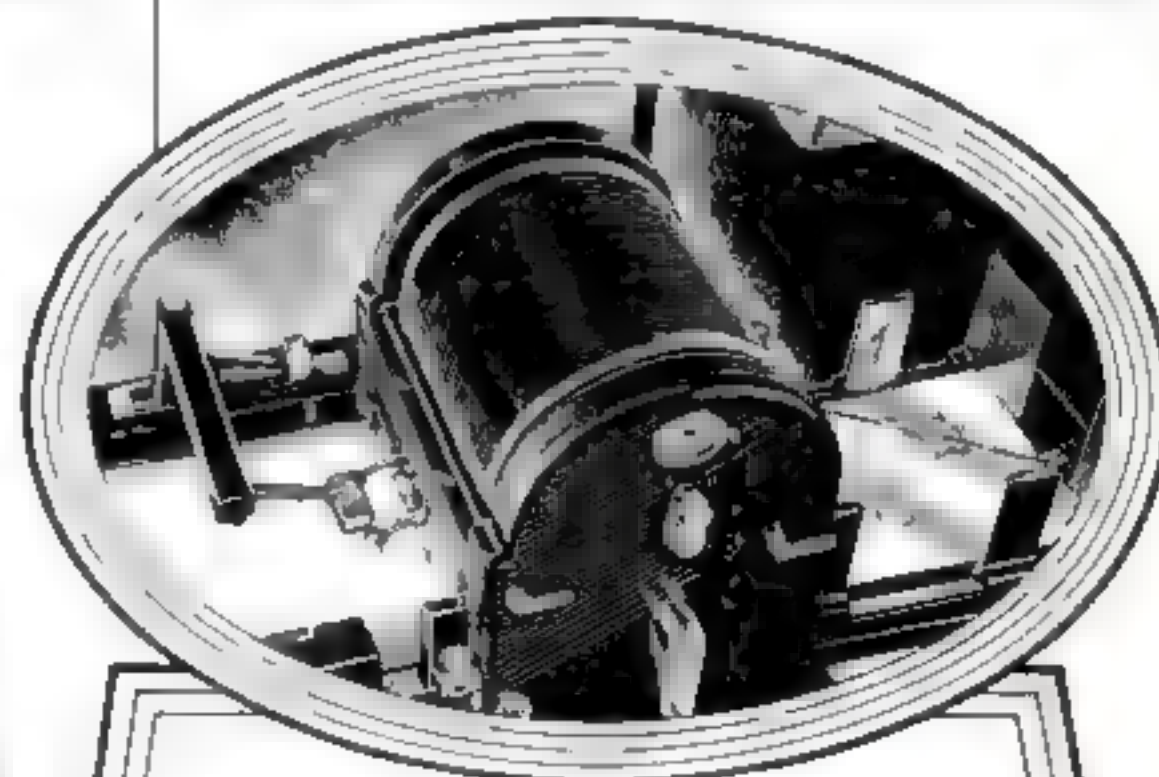
—keeps factory in touch with distributors and dealers...keeps employees' records...saves life and limb with safety bulletins...checks inventories, keeps stock, tabulates records, orders materials.



IN FINANCE

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—compiles daily resume of market transactions...sends out credit information...publishes market letters...in banks, quickly spreads vital information from teller's cage to president's office.



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THREE OF THE CAVALIER'S SURVIVORS—MISS NELLIE SMITH, MRS. GEORGE INGHAM AND MRS. EDNA WATSON—WAVE TO NEW YORK FROM THE RESCUE SHIP "ESSO BAYTOWN"

TEN HEROES EMERGE FROM CRASH OF THE CAVALIER

The tragedies of aviation are often so stunningly swift and absolute, the public imagination cannot encompass their circumstances or give emotions and stature to the victims involved. But last week a band of 18 men and women enacted one of the great air dramas of our time. For three the adventure ended in death. The lot of the others was deliverance after ten hours in the turbulent Atlantic. And when they returned to New York harbor aboard the rescue ship *Esso Baytown* (above), they were hailed by a nation that vicariously had shared their experience and besought every detail of their bravery and escape.

It was 10:42 a.m. on Jan. 21 when the Imperial Airways flying boat *Cavalier* left Port Washington harbor for Bermuda, carrying eight passengers and a crew of five. Lying directly across her course were two "cold fronts." But the *Cavalier* ordinarily

cruised at 9,000 ft., well above the upper reaches of snow clouds and icy winds.

For 90 minutes the big flying boat skimmed southwestward over the ocean through alternate sunshine and mist. Shortly after noon the passengers noticed the motors seemed to be pulsating laboriously. They did not know that in the control room Capt. Alderson and First Officer Richardson were desperately endeavoring to restore them to normal tempo. Nor did they know that Radio Officer Chapman had told Port Washington the *Cavalier* might have to land. Inexorably the flying boat dropped through clouds toward the restless surface of the Gulf Stream. The steward coolly told the passengers, "We're going to land for lunch." Moment later the crippled *Cavalier* bounced with tremendous impact against the crest of a great wave. Water gurgled into the cabin.

Out of the sinking plane and into the Gulf Stream's warm waves, the 13 of the *Cavalier* were hustled without time to think or pray. During the ten-hour ordeal that followed, the ten who survived evoked stores of fortitude they never knew they had. They tied life belts together, sang, talked and joked. Robert Spence, little Irish steward, swam high-heartedly

from one to another, giving encouragement and aid till exhaustion overcame him and he sank. For her inextinguishable gallantry and good humor, Mrs. Edna Watson was termed by her companions "the bravest woman alive." They refused to despair even when darkness fell and the lights of ships loomed in the distance only to pass on, remote and unaware, into the night. And when the *Esso Baytown* finally bore near them, Chapman and Richardson had strength left to leave the group, swim toward the ship and hail the lookouts on deck. For a picture of the rescue showing the tanker's lifeboat a moment after it had picked up Chapman and Richardson, approaching the remaining eight in the water, see the next page.

When families had been reunited and stories told and retold, certain questions were raised by aviation experts throughout the world. Why did the British *Cavalier* lack the anti-freezing equipment required of all American planes? Why did the pilots choose a delayed "dead-stick" landing instead of descending while the motors still revolved? While the American public waited and the Civil Aeronautics Authority stood by, the British Air Ministry prepared to seek the answer to these grave questions.



A TANKER COMES TO THE RESCUE OF SURVIVORS OF THE CAVALIER



CONTINUED ON NEXT PAGE

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THE LAST LOG OF THE LOST CAVALIER

200 miles off Cape May Radio Officer Chapman sent out his first ominous report at 12:21 p. m. "Running into bad weather. May have to land."

"S.O.S." flashed from the crippled plane a half hour later. Port Washington sent frantic queries. Bad static prevented their reception.

"All engines failing through ice," the Cavalier wirelessed despairingly at 12:59. "Altitude 1,500 ft. Forced landing in a few minutes."

"Landed O.K. Switches off," Chapman flashed at 1:12. One minute later came the single word, "Sinking." After that, silence.



The "Esso Baytown," Standard Oil Co. tanker, was 28 hours out of Boston, bound for Texas, when she received the S.O.S. She is shown here 55 miles off Sea Girt, N. J., bringing survivors to New York where she docked Jan. 23.



Robert Spence, steward, survived for seven hours, sank just before the Esso Baytown bore in view.



Donald Miller, Nebraska store executive, drowned under wing of Cavalier few moments after crash.



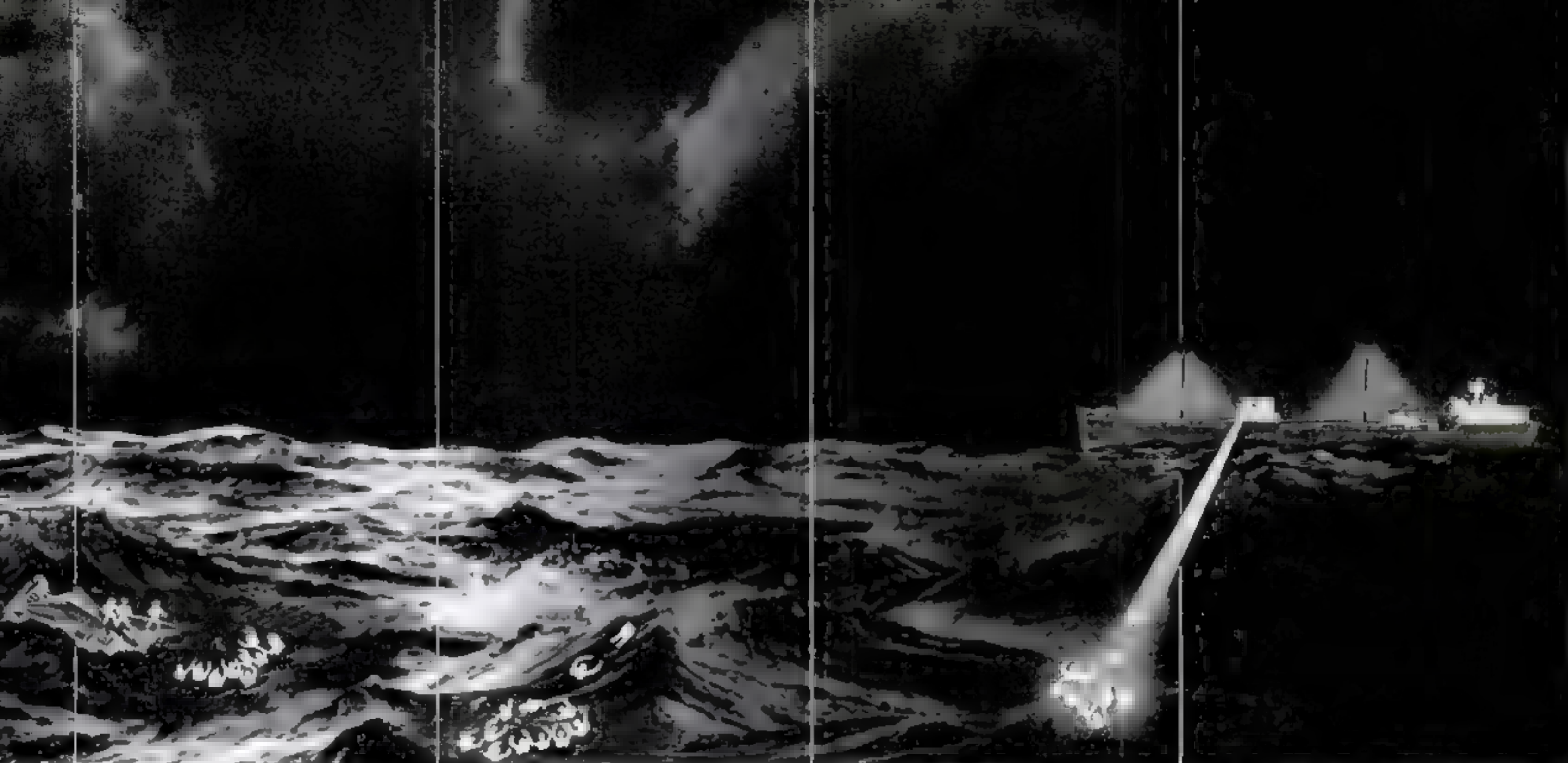
J. Gordon Noakes, New York fur auctioneer, was injured when plane landed, drowned a few hours later.



Capt. M. R. Alderson, Cambridge graduate, air Imperial Airways pilot since 1932, kept survivors together in water, later weakened, was unconscious when found. Above: He talks to New York reporters.



Mrs. George ("Honey") Ingham, 24, former Philadelphian, helped Spence keep afloat when steward weakened. Her husband, a Briton, is head of a Bermuda lumber firm. They were married last March.



The plane sank in about ten minutes. With it went Donald Miller, first victim. Twelve survivors were left adrift in a trackless sea.

Only eleven were left when Noakes slid beneath waves late in the afternoon. Richardson saw his own trousers float past, rescued his pipe.

Only ten were left when Steward Spence lost consciousness and drowned. Night fell and the lights of ships slipped by on the horizon.

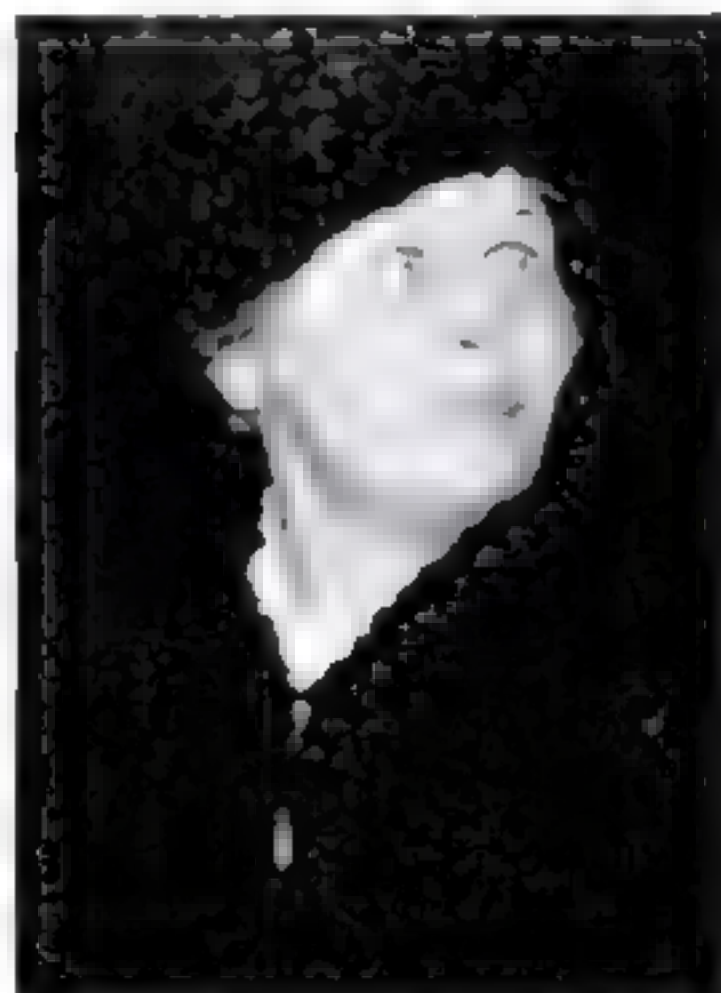
Rescue came with the *Esso Baytown*. Faint far cries reached the ears of her crew at 10:30. By midnight the ten exhausted survivors were safe.



David Williams, senior steward, mourned the fate of 900 baby chicks among the cargo. Said he: "They kept chirping to the very end."



Mrs. Miller, 40, saw her husband, swept by a huge wave under wing of the *Cavalier*, stunned, drowned, almost immediately after the crash.



Mrs. Edna Watson, Bermudian, was bravest, most lauded of all. Said she: "We had fun. We sang, we laughed, we joked, we gasped."



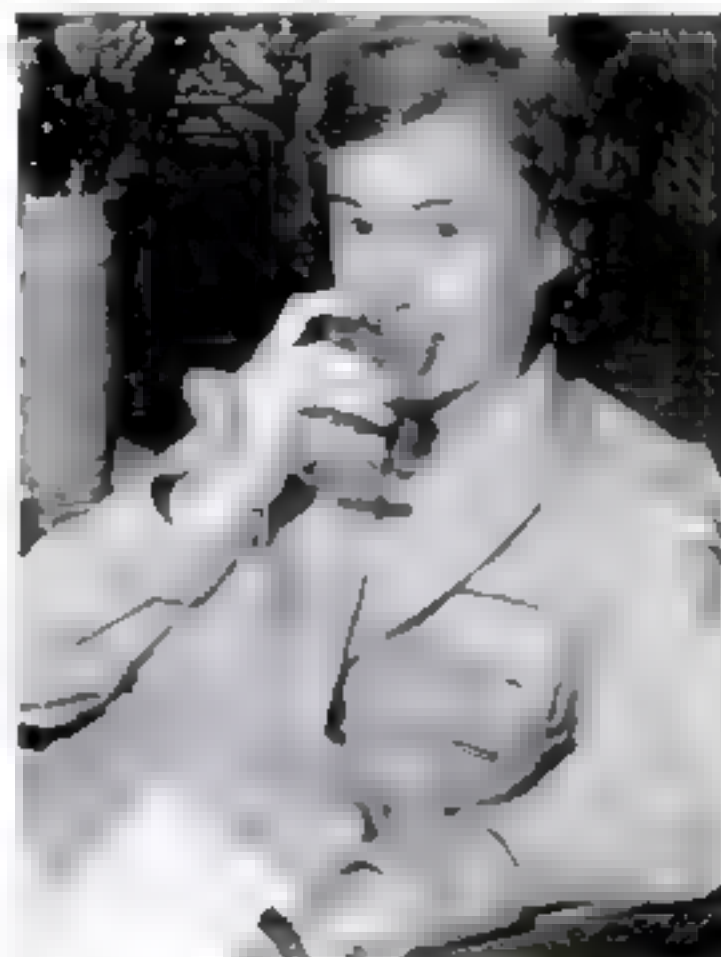
Neil Richardson, navigating officer, swam boldly toward sharks when they approached, scared them away. Above: he tells wife of adventure.



Mrs. Noakes, 56, was making her first plane trip. Her husband had flown 100,000 miles. Trip marked their 40th wedding anniversary.



Charles Talbot, 24, Harvard business student, had injured one arm in recent skiing accident. He kept himself afloat ten hours with good arm.



Miss Nellie Smith, the head of a Bermuda accounting firm, remained calm during peril, calmly sipped cocktail on arrival in New York.



Patrick Chapman, radio officer, has served Imperial in Near and Far East. He was wed two weeks before the trip. Above: his wife gives him a light.

LIFE ON THE NEWSFRONTS OF THE WORLD

America sells fighting planes to France as Barcelona's fall brings European crisis

Last week saw the ignominious fall of Spain's Loyalist capital, Barcelona, to Rebel Generalissimo Francisco Franco. LIFE's readers will see it in pictures as soon as the fastest ships can bring the photographs to these shores. Two months ago LIFE showed the wartime life of Barcelona's revolutionary proletariat, half-starving behind the Rebel blockade of the coast. But the Catalans of Barcelona are a talkative, frivolous city folk who have a long record of defeat in war. And though newspaper correspondents were struck by the "brave gaiety" of Barcelona throughout its terrible trial by bombers, few Catalans were ready actually to "fight to the death." When Rebel General Solchaga's Navarrese, Moscardó's Aragonese, Yague's Moors and Gambiara's Italians last week pushed their Italian Fiat and German Mercedes tanks to within 30 miles of Barcelona, Loyalist Premier Negrin called out every male for defense. Few responded, though Catalan President Companys announced that Catalonia was made of "granite and flame." The Loyalist radio threatened, when the Rebels were within two



FRANCO

miles, to defend Barcelona "inch by inch, street by street, house by house." But when the Rebels marched in, they were met by cheering, weeping, saluting crowds eager only for food. First arrivals released 7,500 Franco friends from Barcelona's prisons. The broken army of Catalonia dragged itself north along the coast, in disorganized groups of 50, toward the new capital of Figueras near the French border where Premier Negrin had rented a house. The Rebels pursued. And Madrid's Loyalist Army waited its turn.

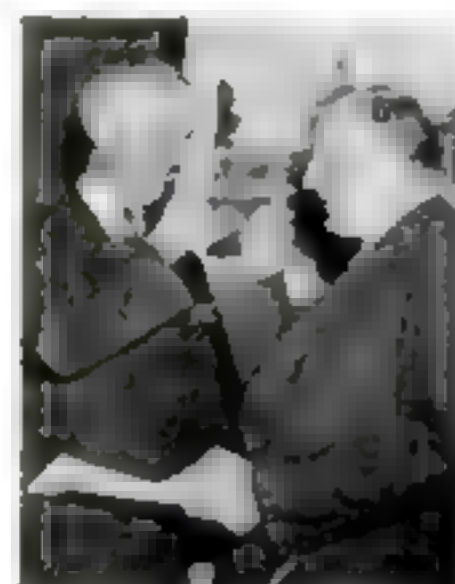
Far from bringing relief to Europe, this Franco victory opened a desperate effort by France and Britain to dislodge Italy and Germany from Spain. Boasting, "Many others of our enemies are biting the dust," Benito Mussolini called 80,000 Italians of the Class of 1901 to the Army. The possibility of trouble in Western Europe loomed larger. It was noticed that the dictatorships had just lately made friends with Poland, Czecho-Slovakia, Hungary and Yugoslavia—all their eastern neighbors except Rumania.

The dark suspicion of isolationist Congressmen that President Roosevelt is up to war-risky schemes to line America up with Britain and France in something more than a moral front against The Dictators was heightened on Jan. 23, when an experimental Northrup bomber being developed for the U. S. Army crashed near Los Angeles, and out of the wreckage, badly injured, was pulled a representative of the French Air Ministry.

By long-standing Army practice, an experimental plane which is examined by a foreign expert automatically becomes ineligible for Army acceptance. On investigation, it was authoritatively reported that

a French air mission now in America to buy military planes had applied for permission to inspect the new Northrup, had been turned down by General Craig, and that President Roosevelt had thereupon gone over the Chief of Staff's head to grant permission. On Jan. 27 the President announced that he had approved the sale of an undisclosed quantity of modern U. S. battle planes to France, explaining that he wanted to keep idle American factories busy until the U. S. Army's new air-expansion program could be started. Isolationists who suspect that that program is not aimed solely at national defense, but also to have a stock of planes ready to ship to France in an emergency, raised their brows when the President simultaneously asked the House for an immediate appropriation of \$50,000,000 to start work on 600 new planes for the Army. Into a literal huddle, in which they allowed themselves to be photographed, went the House Military Affairs Committee.

One-vote Economy. All the pressure that the White House, Reliefers, Labor and mayors could exert was brought to bear on U. S. Senators last week to get them to restore the \$150,-



BYRNES & ADAMS

000,000 which the House had cut out of the President's requested \$875,-000,000 Relief appropriation. But when the vote was taken on Jan. 27, economy won, 47 to 40. Senators Byrnes and Adams, leaders of the economy bloc, posed happily with one finger raised to symbolize their scant victory. Lest needy Reliefers be turned out in the winter snows, the Senate provided that no more than 150,000 may be dropped before April 1, invited the President to ask for more money then if he can show it is needed. Hence the vote was less significant as a Relief measure than as a sign that a majority of Congress has summoned its courage to defy the President on a spending bill.

Wide Open. Chile's newly elected Popular Front President Pedro Aguirre Cerda had just launched a great New Deal in Chile when, on Jan. 24, a vast rumbling sound swept under southern Chile and, a minute later, Chile split wide open. It had happened in 1835 and before in 1751—about once a century. About on time, an earthquake did its best to destroy 40,000 square miles of Chile. Totally destroyed were the cities of Concepción (85,000 people), Chillán (50,000) as well as Cauquenes, Curicó, Talcahuano, Parral, Los Angeles, Mulchen, Lota, Coronel, San Carlos, San Rosendo. The dead

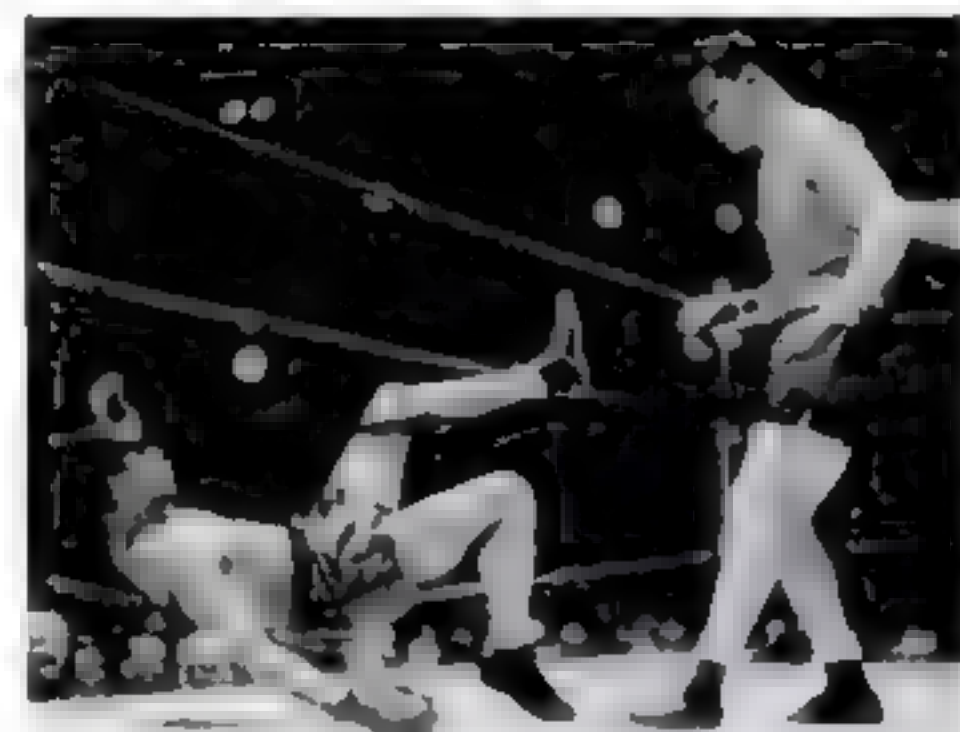


CHILEAN EARTHQUAKE ON SEISMOGRAPH

were figured at over 80,000; the wounded at many times that; the damage at \$50,000,000.

Perkins Impeachment? A Republican ex-member of the defunct Dies Committee, Representative J. Parnell Thomas of New Jersey, brought that body's ire against the New Deal in general and Secretary Perkins in particular to a head on Jan. 24. Charging that they had "defrauded the United States by coddling and protecting from deportation" alien C.I.O. Leader Harry Bridges, alleged Communist, he moved that an investigation be started to determine whether the Secretary of Labor and two of her assistants are subject to impeachment. The House Judiciary Committee promptly agreed to investigate.

Tiger Fed. To explain why 17,000 people paid \$102,-000 to see Heavyweight Champion Joe Louis cut down Lightweight Champion John Henry

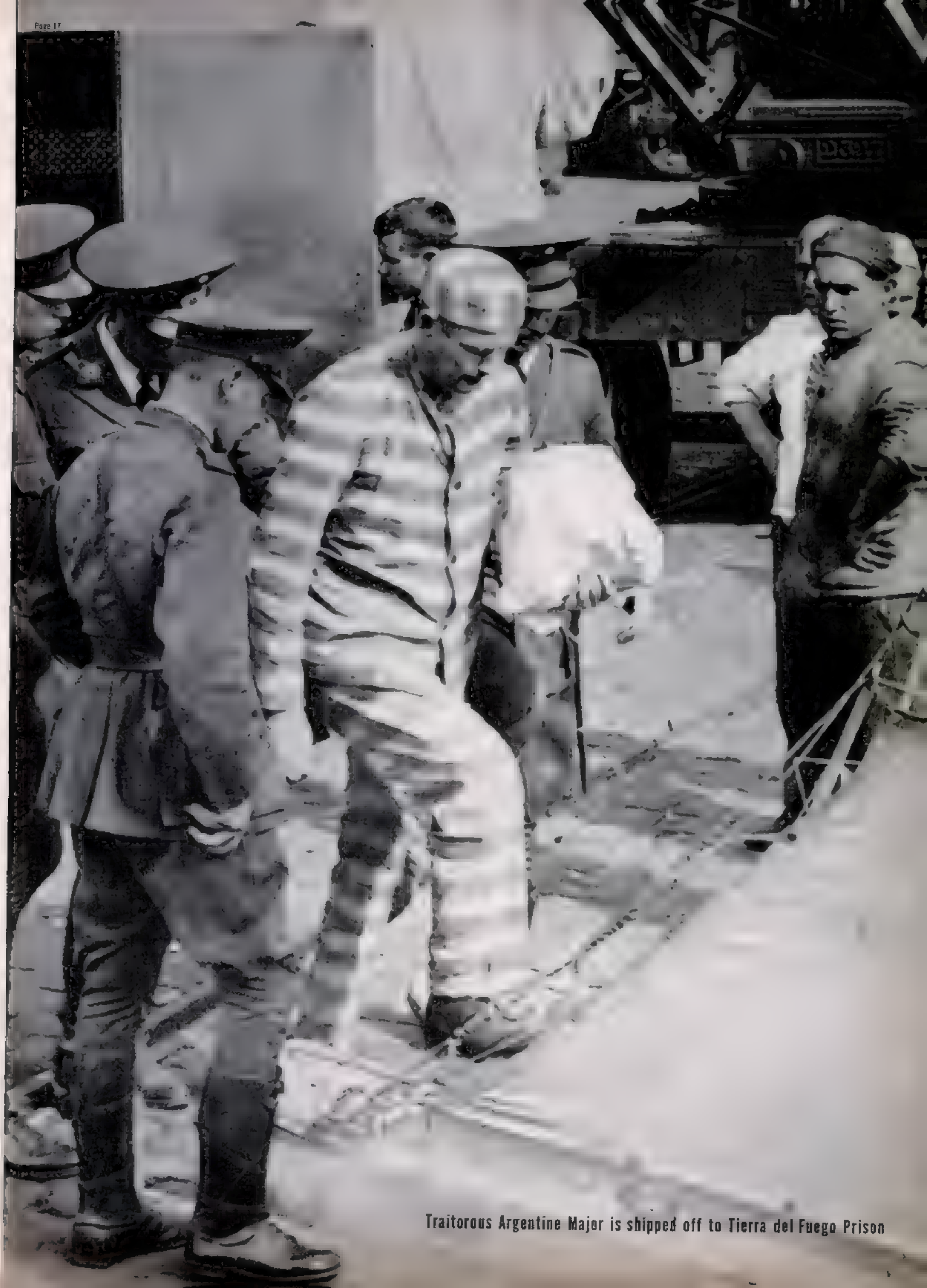


LEWIS & LOUIS

Lewis, as everybody knew he would, in 149 seconds at New York's Madison Square Garden on Jan. 23, "Bugs" Baer wrote: "The fight was to a capacity house attracted by the same morbid curiosity that makes people surround the tiger's cage at mealtime in the zoo."

PICTURE OF THE WEEK

The Argentine Government had never before found such a scoundrel as handsome, popular Major Guillermo MacHannaford, secretary to the Chief of the Argentine General Staff, shown on the opposite page in prison stripes. With horror it learned that MacHannaford, Spanish-speaking descendant of an Irish immigrant, was peddling Argentine secret documents to Argentina's neighbors on the north. His trial, was blanketed in secrecy. Some said he had sold his secrets to Bolivia, some to Paraguay. But everybody knew that he had been in command of President Roosevelt's guard of honor during Roosevelt's visit to Buenos Aires in 1936. The picture opposite shows him boarding the prison ship *Pampa* for the Argentine prison at Tierra del Fuego, where he arrived Jan. 30. A few fellow officers contemptuously saw him off. He has a far worse chance of escaping from Tierra del Fuego than inmates of Devil's Island. For the prison is at the end of the earth just north of the gale-swept island of Cape Horn. Snow-covered mountain peaks surround it. It is cold all year. There ex-Major MacHannaford will spend the rest of his life among Argentina's 800 most desperate criminals.



Traitorous Argentine Major is shipped off to Tierra del Fuego Prison

ERROL FLYNN AND ROOSEVELT HORSE GET SILVER CUP FROM FIRST LADY



In Fort Myer, Va., on Jan. 25 the President and Mrs. Roosevelt opened a two-day horse show staged for the benefit of the National Foundation for Infantile Paralysis. Among Presidential guests was Actor Errol Flynn (above). Hectic Actor Flynn had arrived at his Washington hotel earlier with riding boots but no breeches. An officer at Fort Myer met the emergency and Mr. Flynn was able to exhibit John Roosevelt's hunter, Badger, and win an appreciation cup from the First Lady's hand (below). Next day Mrs. Roosevelt confessed horse shows made her nervous. "People," she wrote, "are sure to fall off . . . and I am always afraid someone will be hurt."



CHILDBEARING TO BE GLORIFIED IN ENGLAND BY "MATERNAL RINGS"



In London on Jan. 12, jewelers inaugurated a campaign to make English fathers give their wives "maternal rings" at childbirth. Such a bauble on the hand of a young mother would complete, they declared, the great trilogy of womanhood—engagement, marriage, procreation (above and below). They suggested rubies for boys, sapphires for girls, both for twins. A successful drive to glorify motherhood would delight English patriots, who worry about their homeland's sad birth rate. Compared with fecund Fascism, Democracy makes a bad showing. Rates, England, 14.8 births per 1,000; France, 15.2; U. S. A., 16.7, Germany, 19, Italy, 22.2, Japan, 31.6.



THE IRISH AND THE UNEMPLOYED MAKE TROUBLE FOR OLD ENGLAND



Strange doings have lately tormented the staid face of England. At dawn on Jan. 16, Englishmen were jolted out of their beds by a series of bomb explosions. In London, Birmingham, Manchester, Enfield, Liverpool, Alnwick, crude bombs damaged power plants and water towers. Only the inefficiency of the terrorists saved the light and power systems of the English Midlands and Southeast. Almost at once the British police traced the bombs to Irish terrorists of the Irish Republican Army, an organization that has been outlawed by Eire's President de Valera. Police set 24-hour guards on such key

power works as London's Battersea station (above), on gasworks, subway stations and cabinet ministers.

Next day harassed London was treated to the spectacle below. It was the latest stunt of the unemployed men on relief whose applications for extra winter relief have been turned down by the Government. These lay down in Oxford Street while their wives and daughters paraded the pavement with posters. It took police just 12 minutes to get the men up.

Both events could be traced to Prime Minister Chamberlain's concessions at Munich last September to Adolf Hitler. In the belief that the present

British Government is now a soft touch, both Irish and unemployed demanded that Chamberlain "appease" their grievances, not those of Hitler or Mussolini. One bomb, in a small Irish hotel at Trillick, actually shook up Chamberlain's son Francis in an upstairs room. The demands of the Irish were particularly aggravating to the English, for the Irish extremists want Britain to give Protestant Northern Ireland to Catholic Eire. Ulstermen of Northern Ireland passionately do not want to join Eire, partly because their rich industrial country could be taxed to pay for the poor farmers of southern Ireland.





PAT GREEVER CLAIMS HER CATCH, MUD HEATON. SHE IS DRESSED AS DAISY MAE WHO WANTS TO MARRY ARNER, HE AS ARNER WHO DOESN'T WANT TO MARRY DAISY MAE



Patches on his pants and Virginia Colvin on his arm, Gordon Mitchell trucks down the gym, called "Wyoming's Half Acre" because it is so big.



The males were willing to be romantic once caught. The girls were anxious to catch men because unescorted girls were barred from the dance.

GIRLS CHASE BOYS ON SADIE HAWKINS DAY

The co-eds of Wyoming State University at Laramie spent most of Jan. 13 running around in the campus snow trying to catch men for themselves. They were celebrating Sadie Hawkins Day, a mythical holiday which had its origin in a comic strip named *Li'l Abner* and is now on its way to becoming a minor national holiday. *Li'l Abner* is a hillbilly who lives in Dogpatch, Ky. Like all unmarried Dogpatch males, he has to undergo the annual ordeal of Sadie Hawkins Day, named for a Dogpatch girl who was very homely but could run very fast. Sadie's father was the oldest settler of Dogpatch. Unable to marry Sadie off, he decreed that on a certain day, Sadie would chase the bachelors of Dogpatch. Anyone she caught would have to marry her. Sadie caught her man and the event became Dogpatch custom.

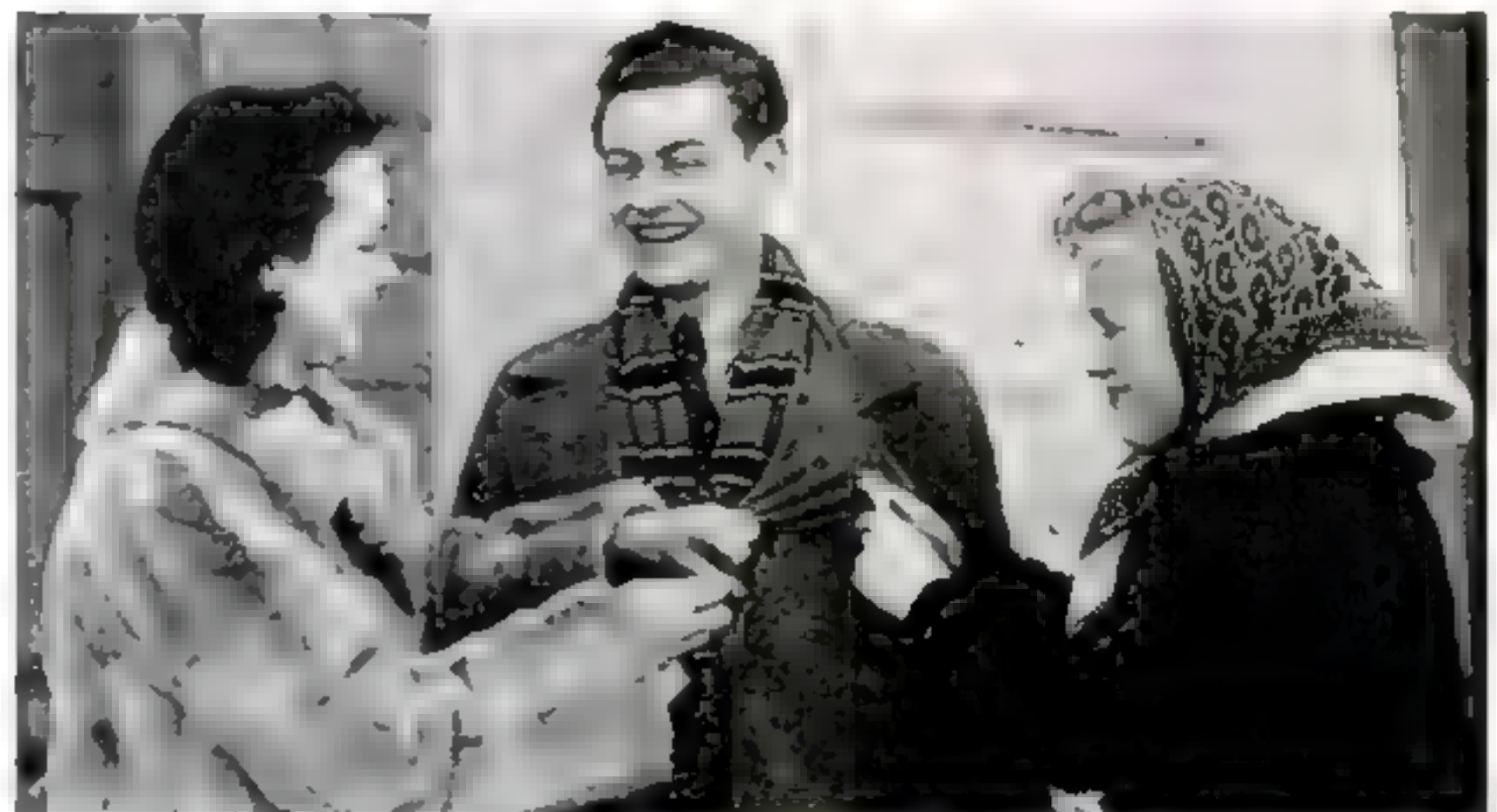
Sadie Hawkins Day took place in Dogpatch last Oct. 4. Since then it has been celebrated in a dozen colleges from the College of Mines in El Paso to McGill in Montreal. At Wyoming, a girl pinned a card on the boy she caught, claimed him as her escort for that night's dance. Everyone dressed as *Li'l Abner* characters for the dance and costume prizes were awarded. A boy who came as Abijah Gooch took first prize for being the best-dressed *Li'l Abner* but nobody cared.



THE CHASE: GEORGE WEINBERG SPRINTS ACROSS CAMPUS AS FIVE CO-EDS BEAR DOWN ON HIM



THE CAPTURE: CORNERED, WEINBERG GOES DOWN IN THE SNOW AND THE GIRLS POUNCE ON HIM



THE SPOILS: BETTY NEGROTTO AND EMY LOU LONABAUGH, CO-CAPTORS, DIVIDE THEIR CATCH

AN AMERICAN PLANE GOES TEN MILES A MINUTE, BREAKING ALL SPEED RECORDS



With the speed of a bullet, a Curtiss-Wright Hawk 75A pursuit airplane dove nose down toward Buffalo, N. Y., on Jan. 23 from a height of 22,000 ft. At 15,000 ft., a telescopic lens in another plane caught the Hawk at the terrific moment *when* it was going ten miles a minute, faster than any speed ever recorded by man. When Test Pilot H. Floyd Child landed, he found that the marker of his speed indicator had gone off the graph at 375 m.p.h. His

top speed was at least 400 m.p.h., which is the speed of a bullet fired from a Colt .38. Fastest straightaway plane mark is 410 m.p.h. One of 100 Hawks ordered by France, this machine has a top flying speed of over 400 m.p.h. Few days later, the National Advisory Committee for Aeronautics said speed over 400 m.p.h. was aerodynamically impossible, that the Hawk's instrument was in error. But Curtiss-Wright still claimed its record.



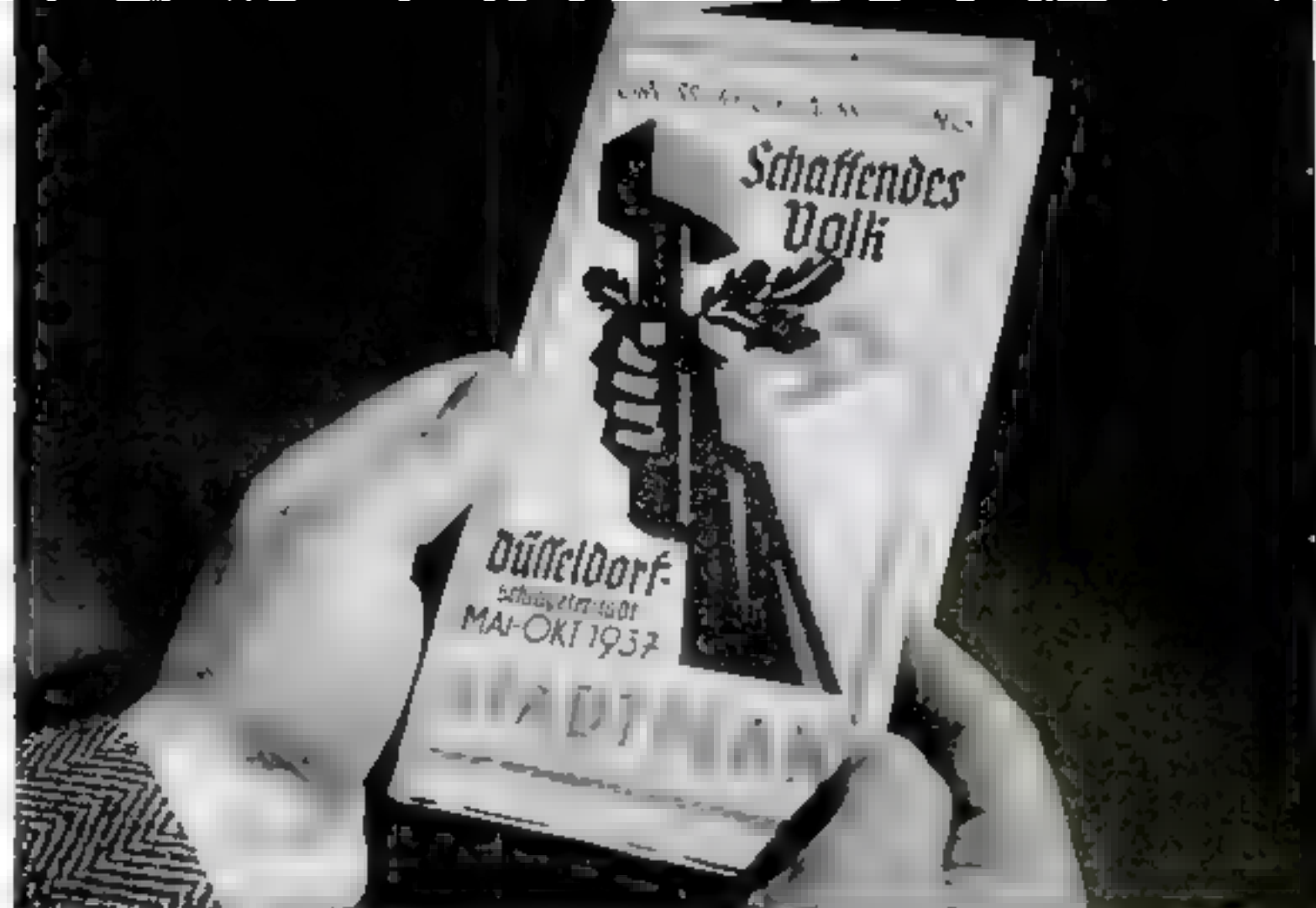
GERMANS FIGHT FOR A FREE GERMANY WITH DISGUISED ANTI-NAZI PAMPHLETS

If the Nazi police catch a German with the pamphlets shown on this page, he may have his head chopped off and he will certainly get at least two years in prison. Yet all over Germany today, brave men and women are distributing this printed dynamite. Notice that the outside covers are always innocent looking. The Communist masterpiece at right purports to be a guide to the Nazi Creative People (*Schaffendes Volk*) Exhibition at Düsseldorf. Unfolded twice, it is still innocent. But when the chance reader unfolds it for the third time, a hot blast of anti-Nazi facts and slogans hits him in the face (bottom, right).

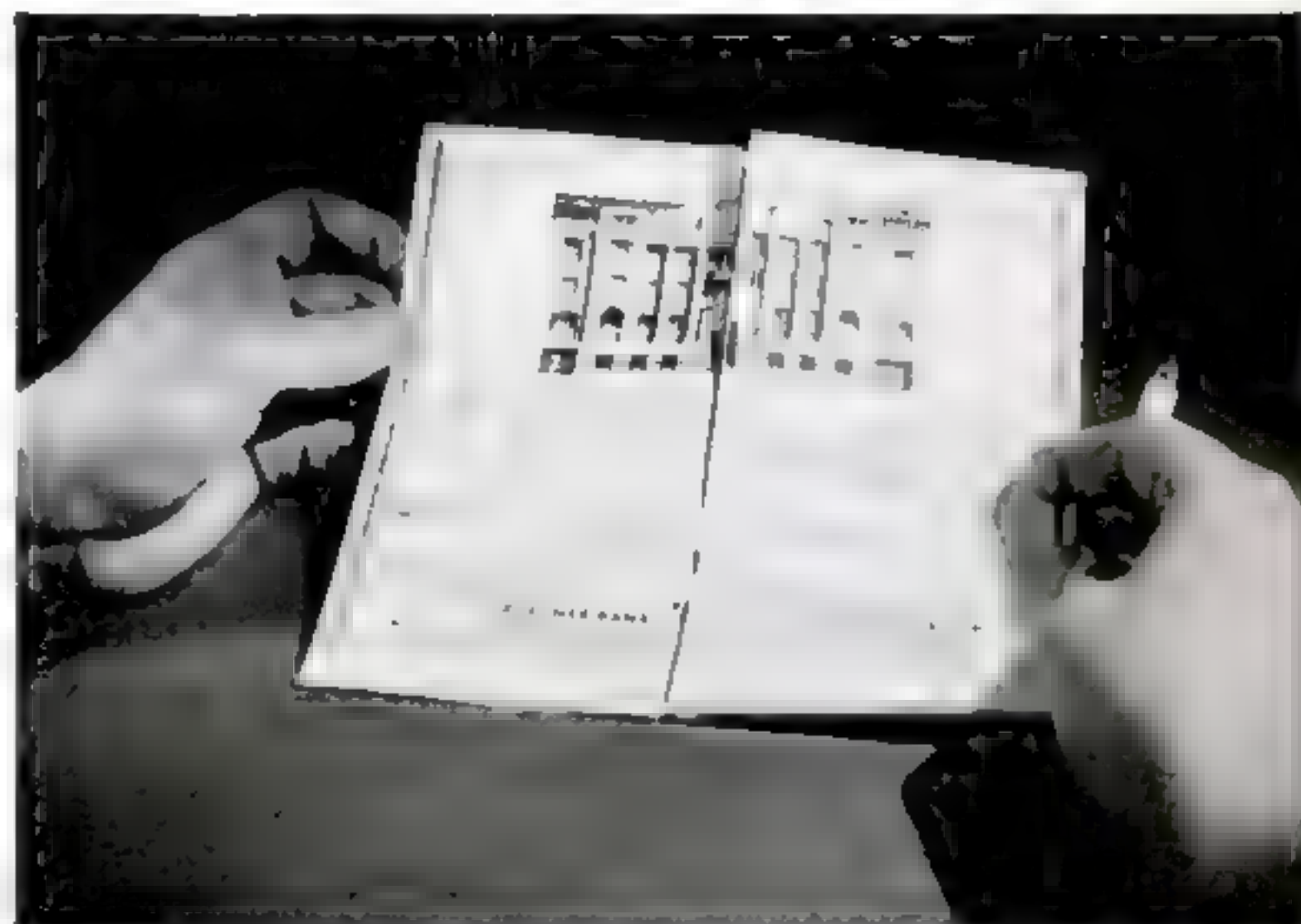
Its headline calls the last Nazi Nürnberg Party Congress a demonstration of the Berlin-Rome-Tokyo War Axis. "Freedom and Peace!" and "The Common Enemy—Hitler" are its battle cries. To prove that Hitler is leading the German people to slaughter, it quotes *Mein Kampf*: "An alliance whose goal is not war is meaningless and worthless." Hitler, it says, follows Kaiser Wilhelm II's policy of "Many enemies, much honor!" Germany's enemies include, it says, the U. S., Britain, France, Czechoslovakia, China and the U. S. S. R., and war profiteers in the end will be "The upper Ten Thousand, the Krupp, Thyssen, Kirdorf, Siemens, Blohm, Flick consortium which in 1914 led Germany to its ruin." "What has the Four-Year Plan accomplished? It has not brought raised pay but only more work. More has been produced but only more war materials. . . . Hitler's policy leads to Chaos and for this reason you are told that Chaos reigns in other lands. . . . People in democracies around us get raises in their pay. . . . We have a shortage of 2,000,000 houses but military barracks were increased last year 75%."

The disguises for this literature take a thousand forms. Below are what looks like a cheap edition of Wagner's *Ring of the Nibelungs* and opens on a picture of a German tortured in a Nazi concentration camp. A booklet on *Our Culture Abroad* opens on a picture of Spanish babies killed by German bombers. The first is a popular issue filled with anti-Nazi stories, poems, experiences and written partly by Socialists and Social Democrats.

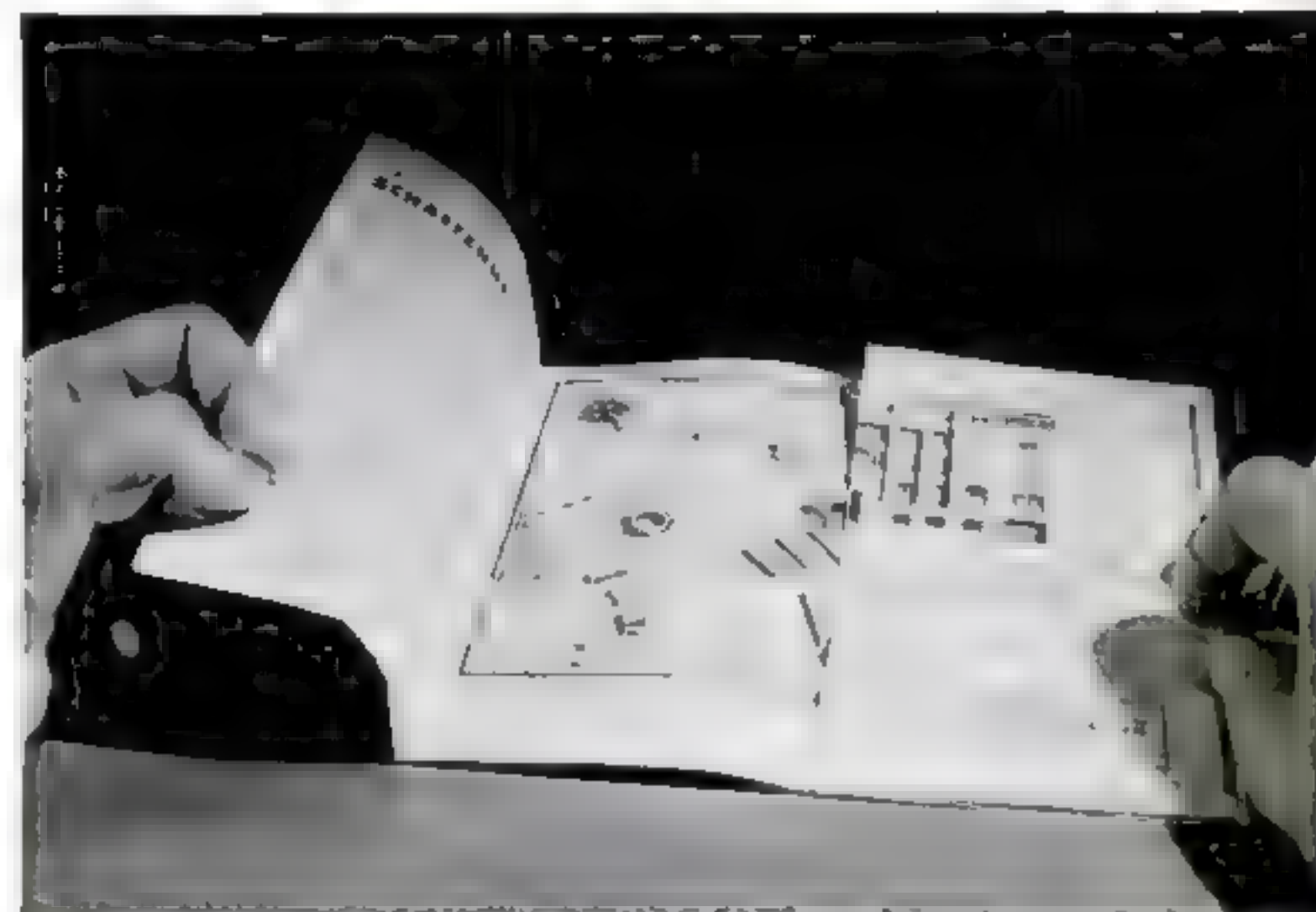
Other anti-Nazi propaganda is disguised as timetables, city maps, travel and sport folders, traffic rules, cosmetics advertisements, book publishers' catalogs and Nazi handouts. Most of the material is printed abroad, smuggled in and mailed. The writers may be Communists, Socialists, Social Democrats, Catholics or trade unionists for in the last free election 22,000,000 votes were cast against Hitler.



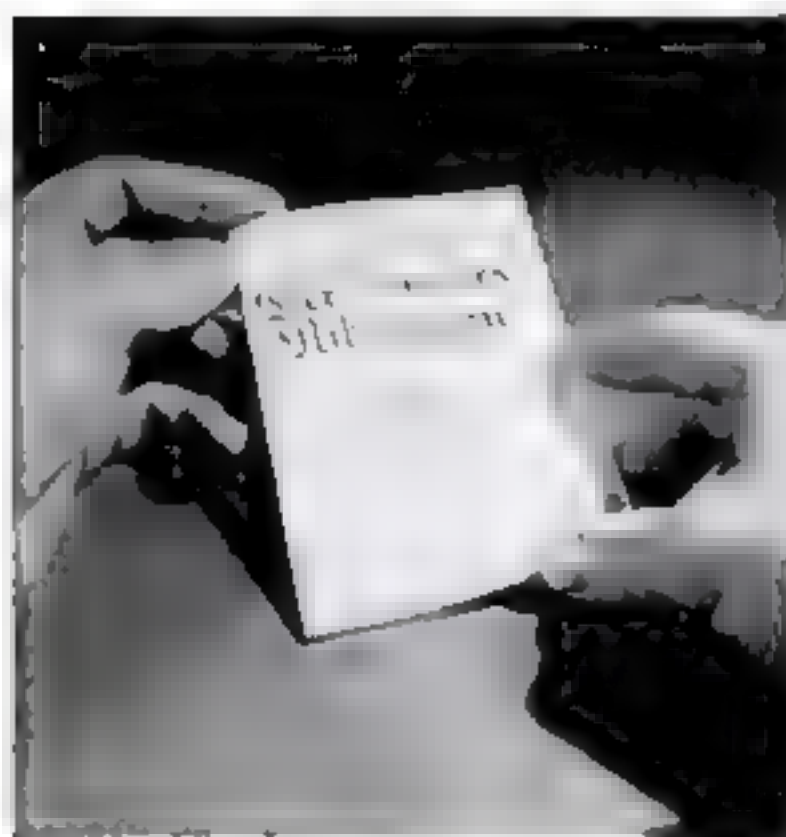
OUTSIDE COVER IS HARMLESS GUIDE TO A NAZI DÜSSELDORF EXHIBITION



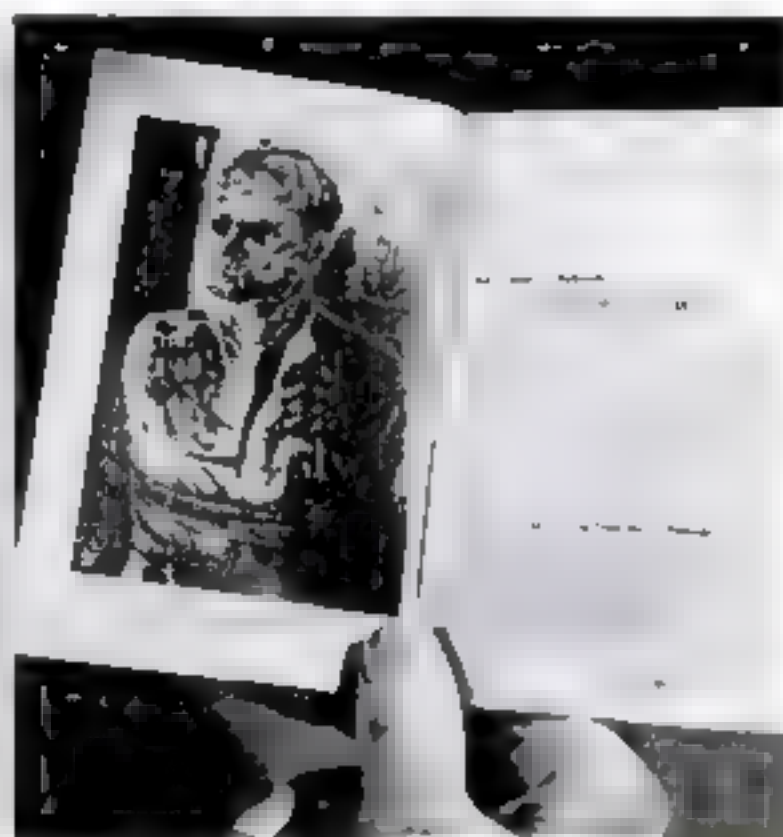
UNFOLDED ONCE, IT ADVERTISES THE SUPER-RESPECTABLE DRESDEN BANK



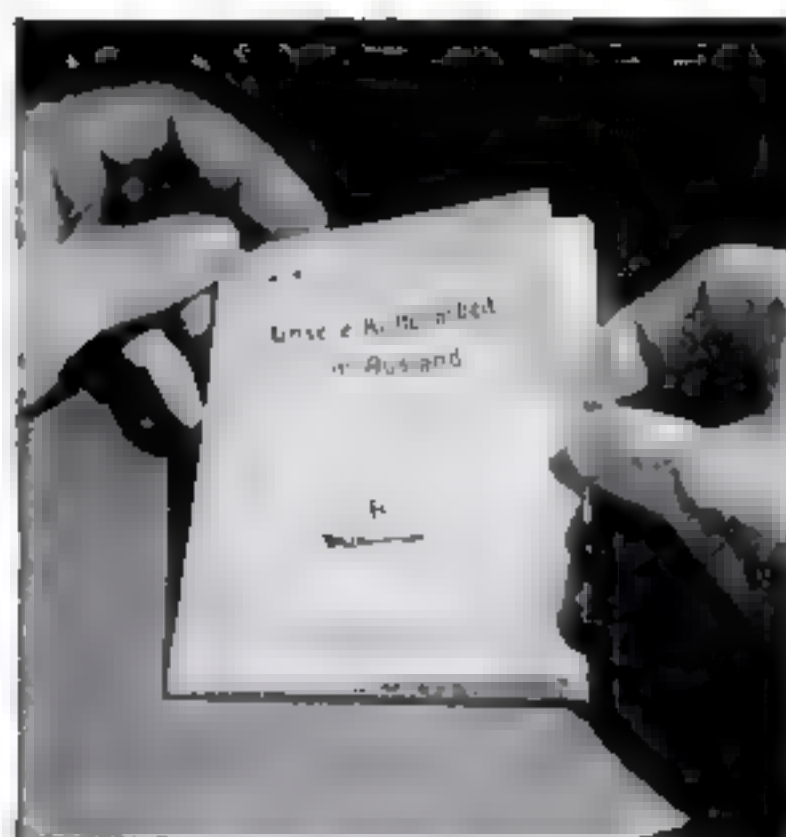
BUT INSIDE A MAP OF THE FAIR (ABOVE) THE DYNAMITE APPEARS (BELOW)



OUTSIDE: JUST WAGNER'S "NIBELUNGENLIED"



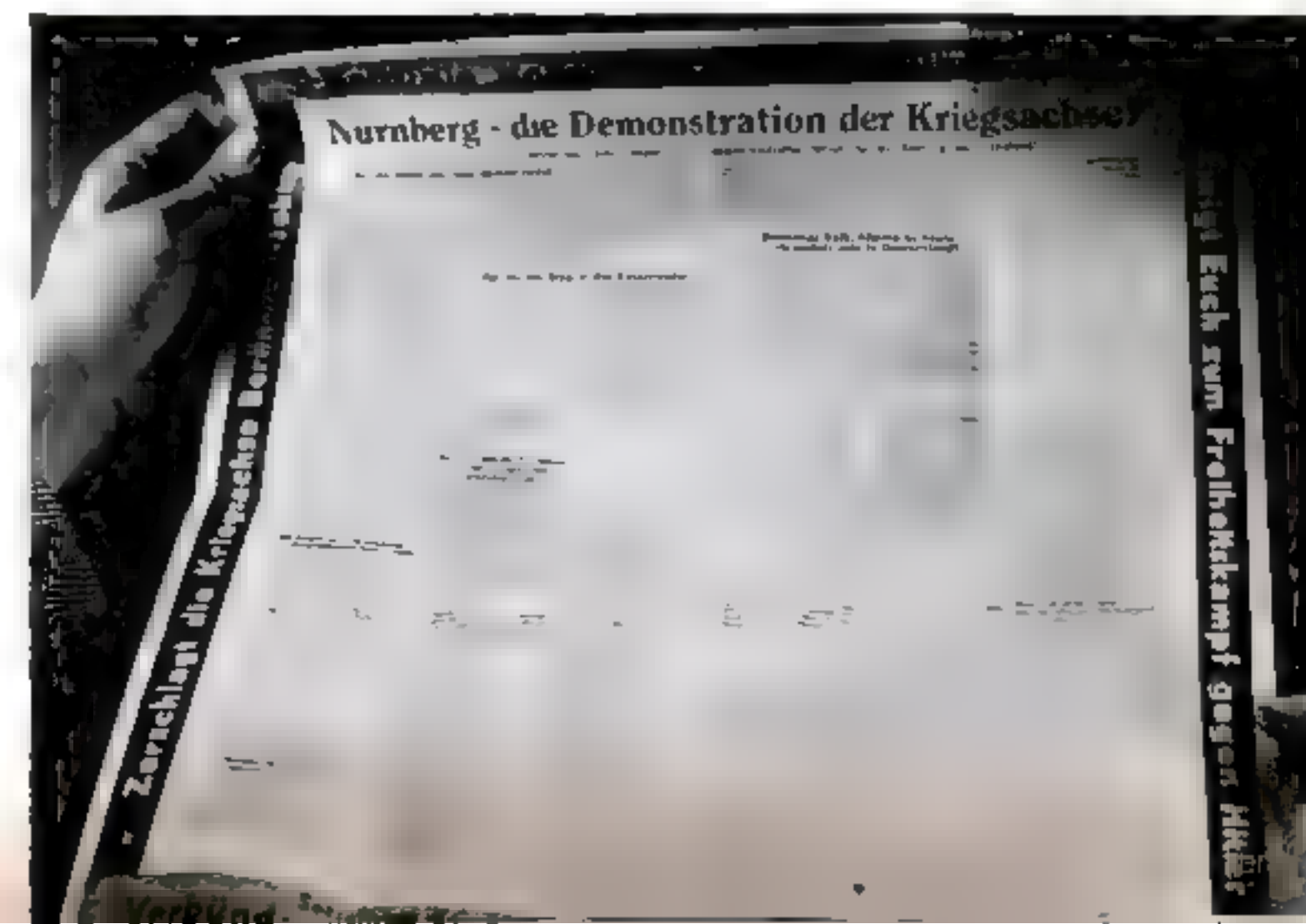
INSIDE: HITLER'S PLANS FOR WAR



OUTSIDE: NAZI PROPAGANDA HANDOUT



INSIDE: A CURSE ON HITLER IN SPAIN



GERTRUDE LAWRENCE HELPS OPEN A NEW LIFE HOUSE IN SUBURBAN PITTSBURGH



In Baldwin Manor, outside Pittsburgh, a new LIFE house was opened on Jan. 19 (*above*). Designed by Architect Royal Barry Wills for a \$5,000-\$6,000 income, built by Barone & Lutz, appointed by Kaufmann's department store, it is the sixth LIFE house to be completed and opened for inspection. Eight or nine more will be ready for the public in the next few weeks. Throughout the country 27 are in various stages of development,

rising in cities as far-flung as Boston and San Diego, Atlanta and Seattle. Guest of honor at the Baldwin Manor opening was Actress Gertrude Lawrence, who, for the benefit of Pittsburgh club ladies, perched on a sofa beside Buckley Smith, radio-news reporter, and recited one of her scenes from Noel Coward's *Private Lives* (*below*). Of Architect Wills's twelve-room, white brick hillside house, Actress Lawrence enthused: "It's a friendly home."



Walt Disney, You've Got Another Hit



THIS IS CERTAINLY one of the "Best Pictures" ever made, says De Soto-owner Walt Disney. And who are we to argue with a man who never misses?

With his artist's eye for line and color, Mr. Disney likes his De Soto for symmetry, color symphonies between the fenders and channel, and sheer, poetic smartness.

The only way you can tell you're not at home on the sofa is by the landscape which keeps rushing by, and the fresh air which keeps filtering softly in.

The big wide seats provide room enough for six well-ted adults, and we don't mean dwarfs.

Mr. Disney is a practical man, and he wanted the convenience of De Soto's new Handy-Shift, which stems from the steering post, directly beneath his talented fingers.

Also, no trunk bulge mars De Soto's youthful figure, yet, under that smooth streamlining is a huge luggage compartment, 23 cubic feet, no less.

There'll be no need for help from the back seat either, for ingenious caution lights on the speedometer warn even the most preoccupied driver by turning from green to amber at 30, then flushing an indignant red at 50 and up.

De Soto is easy on the nerves; easy on the eye; easy on the budget. It offers luxury without extravagance, high style at a low price; beauty inside and out...all as easy to take as a new 1939 De Soto is *easy to handle*. De Soto Division of Chrysler Corporation, Detroit, Michigan.

Tune in Major Bowes' Original Amateur Hour, Columbia Network, Thursdays, 9 to 10 P. M., E. S. T.

WATCH FOR "TECHNICOLOR" WALT DISNEY'S SECOND FULL-LENGTH FEATURE IN TECHNICOLOR

DE SOTO

America's Smartest
Low-Priced Car



To My Valentine
This LANE Hope Chest
is just for you,
To hold your heart
and mine,
Keep it till our dreams
come true,
My sweetest Valentine.

THE GREATEST VALUE IN LANE HISTORY!

Lane Valentine Special - A 48 inch chest specially built and priced sensationally low for this big valentine selling event, this superb modern chest in rich figured walnut veneers with modern water all top embodies all Lane exclusive aroma-tight features. Has LANE Automatic Tray as illustrated in mahogany chest in lower left corner.

A genuine \$35 chest for this event Feb. 1 to Feb. 14 only

\$24.95
Shipping
charges
extra

Your Lane Dealer Has Specially Priced All Lane Models for This Valentine Selling Event

*"It's a darling Valentine Gift...
AND SO ARE YOU!"*



THE IDEAL GIFT FOR
BIRTHDAYS, GRADUATION,
WEDDINGS, CONFIRMATION

She'll love you forever for this valentine, for it's the gift that starts a home. It will contain her trousseau... provide sanctuary for her downy woollens, her dainty beribboned silks... keep them safe from moths and dust until that day of days.

Lane has specially priced at \$24.95 a regular \$35 value for this valentine event—a gorgeous chest with all the famous Lane exclusive features. See this supervalue in valentine gifts. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels Ltd., Hanover, Ont.

Manufacturer of Virginia-Maryland Cedar Chests without Lane exclusive feature

ONLY LANE HAS ALL THESE MOTH PROTECTION FEATURES

1. The only tested aroma-tight cedar chest in the world
2. Exclusive aroma-tight features assure guaranteed moth protection.
3. Built of 1 1/2 inch aromatic red cedar in accordance with U. S. Government recommendations
4. New waterproof Lane-waxed Veneers will not peel.
5. Chemically treated interiors even aroma flow and prevent sticking.
6. Free moth insurance policy written by one of world's largest insurance companies.



LANE
CEDAR HOPE CHEST

The gift that starts a home!



No. 41-1611 - Archimedes chest
designed by 18th century design.
Has rounded drawers in mahogany
box. Finished with Lane Veneer.
No. 41-1611



No. 48-60 - A chest of drawers
designed in 18th century style.
Has rounded drawers in mahogany
box. Finished with Lane Veneer.
No. 48-60

The Theater

GREAT ACTING MARKS 1938-39 SEASON

Feb. 1 is a good time to take stock of Broadway, the last great free theater center left in the world. For by that date the early fall and Christmas rush of plays is spent and the show world pauses for second breath. Soon spring productions will start, usually in a lighter vein.

This year's season began mid-September with a smash. By mid-November, 30 plays had been staged, including most of the year's big hits. Among the early arrivals and late stayers, all introduced the first two months, were *Kiss the Boys Goodbye* (LIFE, Oct. 17), *Hellzapoppin* (LIFE, Oct. 24), *Abe Lincoln in Illinois* (LIFE, Oct. 31), *Knickerbocker Holiday* (LIFE, Nov. 21), Maurice Evans' *Hamlet* (LIFE, Nov. 28), *Oscar Wilde* (LIFE, Dec. 5) and *Leave It To Me* (LIFE, Dec. 19).

During December the theater sputtered one dud after another, producing almost nothing of note. In January it pulled itself together for more memorable productions, some of which you see on these pages. All in all, the score for 1938-39 to date shows 38 new plays opened, 38 closed, 20 still running, twelve making money. For Broadway this is slightly below average.

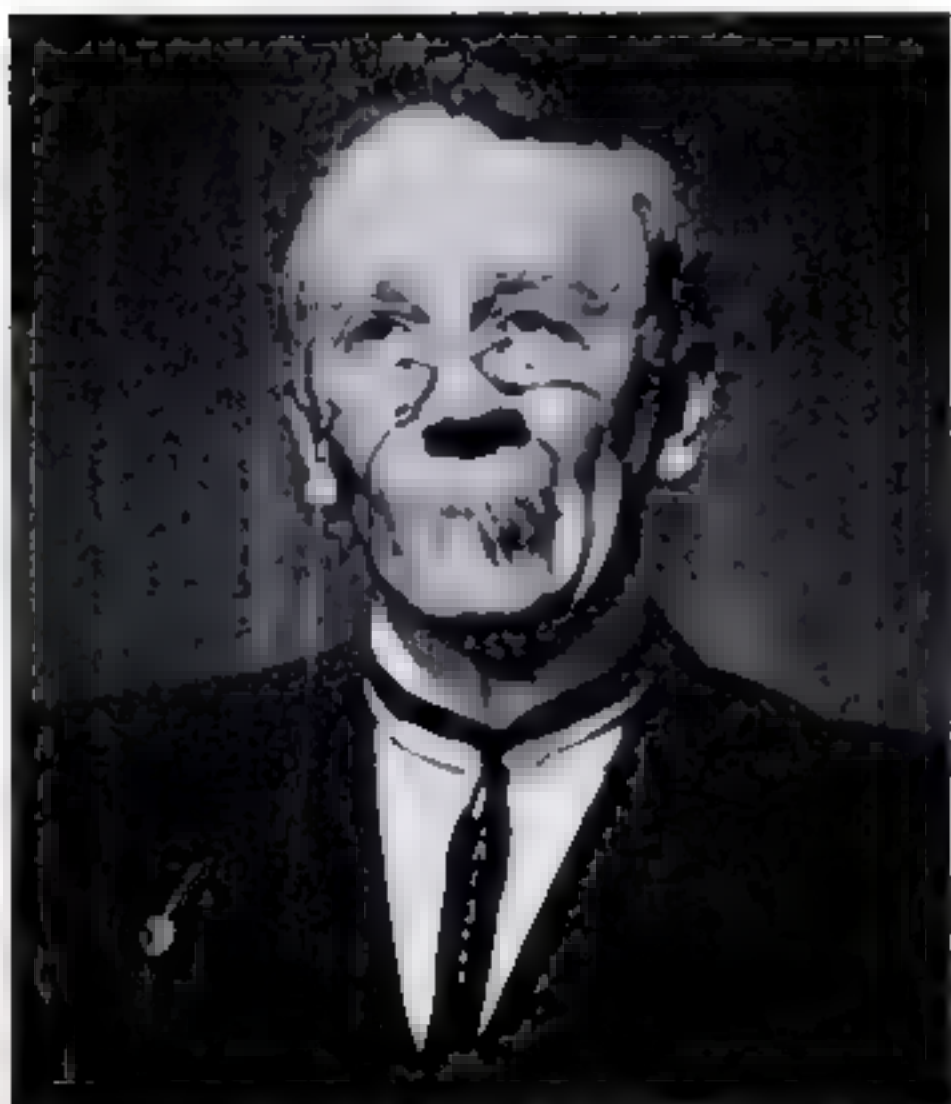
Three distinctions mark this spotty season. First is its exceptional number of musical hits. A good half of Broadway's top attractions are song-and-dance shows, with at least two, *Leave It To Me* and *The Boys From Syracuse* (LIFE, Dec. 12), among the best New York has ever seen. The latest, Noel Coward's *Set To Music*, is briefly shown on this page.

Second is this year's emphasis on historical plays, with such characters as Abraham Lincoln, Oscar Wilde and Pieter Stuyvesant acted on the stage. Significant also is the preoccupation of playwrights with democracy and tolerance. In *Abe Lincoln in Illinois*, the year's noblest drama, as well as in lesser plays like *The Gentle People* (see page 31) and *The White Steed* (page 28), a case is pleaded for the humble man against reaction, fanatical authority or brute force. Newest of the democratic cycle is *The American Way* (page 32), the Kaufman-Hart super-spectacle that opened Jan. 21 at the great Rockefeller theater in Radio City. In it, the virtues of free America are extolled on a vast stage with 250 actors, gigantic sets, two bands, torchlight parades, music and pageantry that sweeps through 42 years of life in a small Ohio town.

Third distinction of the season is its superior acting. At least nine plays have been kept alive less by the virtues of their writing than by the talents of their performers. Robert Morley does more for the success of *Oscar Wilde* than the play's script. Beatrice Lillie makes high comedy out of Noel Coward's indifferent *Set To Music*. Laurette Taylor illuminates a revival of *Outward Bound*. Ethel Waters gives dignity to mediocre *Mamba's Daughters* (LIFE, Jan. 23). Eddie Dowling sustains Philip Barry's befuddled *Here Come the Clowns* and 150,000 people sat through the four hours of unexpurgated *Hamlet* to see Maurice Evans. This season may well go down in Broadway history as the year of the actor's triumph.



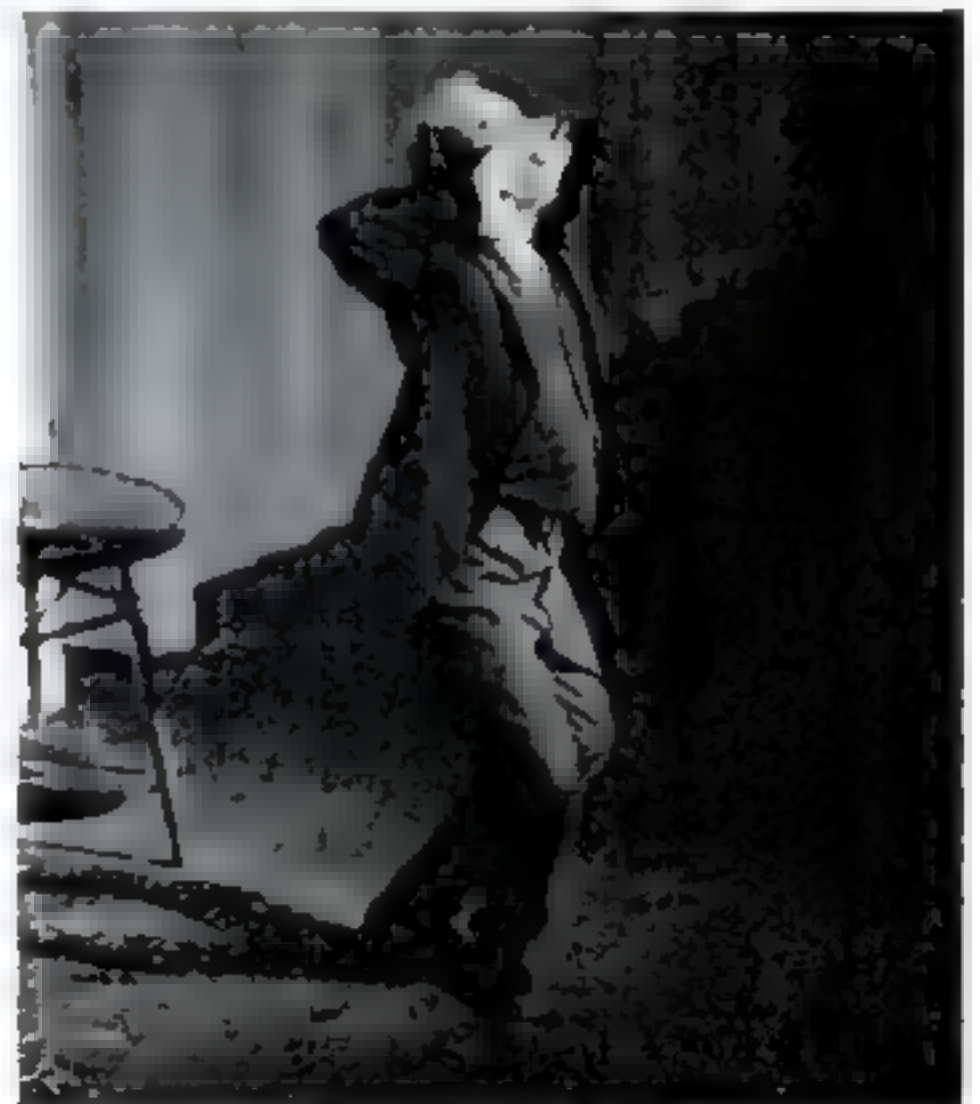
Beatrice Lillie's singing of *Marvelous Party* against a Riviera backdrop is one of the many bright moments she contributes to Noel Coward's *Set To Music*, which would not be much without her. In other skits and songs this best of British comedienne is a schoolgirl, a spy and a Valkyrie.



A new comedy note is introduced to the U.S. by *Set To Music*'s Richard Haydn. Here he explains, in a burlesque on a cockney lecturer, how his mustache helps imitate fish.



The hermit crab is imitated by Haydn as his finale in the ten-minute lecture that tops Coward's show. Eleven years ago Haydn was a chorus boy in Coward's *This Year of Grace*.



The blushing fish is another Haydn imitation by this 33-year-old English music-hall artist. He made his first big-time appearance in Coward's London *Operetta* last spring.

(continued)

"THE WHITE STEED" TOPS BROADWAY'S NEWEST PLAY CROP



A vigilante committee set up by a fanatical new priest in an Irish village causes all the trouble in this Paul Vincent Carroll play on the Irish clergy. The priest cows the spineless schoolmaster (left), but in Nora Fintry (right) he encounters the village's



sole defiant rebel. Eventually, with the aid of the humane old canon stricken with paralysis, Nora bucks up the cowardly schoolmaster and restores tolerance and peace. Irish Schoolmaster Carroll's *Shadow and Substance* was a 1938 dramatic hit.

GILBERT AND SULLIVAN ENHANCE THE BROADWAY SEASON



The D'Oyly Carte Company brings perfect Gilbert & Sullivan to the U. S. from London. Its magnificent production of *H. M. S. Pinafore* (above) is a high point for

Savoy fans. Here is Martyn Green, as Sir Joseph Porter (front, left), explaining how he "polished up that handle so carefullee, that now I am the Ruler of the Queen's

Navee." This is the D'Oyly Carte Company's third trip, with 68 members, to New York, where they also stage *Iolanthe*, *The Mikado*, *The Pirates of Penzance*.

THEATER



Knickerbocker Holiday is Broadway's most literate musical comedy (LIFE, Nov. 21). Here is New Amsterdam in 1647, as Pieter Stuyvesant (Walter Huston) arrives in time to save a recalcitrant Dutchman from being hanged by the belly.

Abe Lincoln in Illinois is Broadway's most successful drama (LIFE, Oct. 31). This is the end, in which Lincoln, bound for the White House, says farewell to his Springfield neighbors. Beside him stand Mrs. Lincoln, Willie and Tad.





Leave It To Me is Broadway's biggest box-office hit (LIFE, Nov. 7). This is the colorful first act finale, in which Victor Moore, as an unwilling U. S. ambassador to Soviet Russia, and his wife, Sophie Tucker, are feted by Stalin (between them) in Moscow's Red Square. Biggest applause goes to Moore for kicking a Nazi envoy in the belly. Biggest hit is Mary Martin's singing of Cole Porter's clever *My Heart Belongs to Daddy* (LIFE, Dec. 10).

The Boys From Syracuse is Broadway's most beautiful production (LIFE, Dec. 12). This house, modeled on Italian Renaissance, rolls on the stage and turns around in full view of the audience. Climbing a pillar (left) is Jimmy Savu, who plays one of four twins in this streamlined *Comedy of Errors*. At the right are Wynn Murray, Marcy Wescott (half reclining) and Muriel Angelus (kneeling) who sang the best of a stunning Rodgers & Hart score.



MOVIE STARS ACT IN "GENTLE PEOPLE"



SIDNEY AND TONE

Plays knocked by critics sometimes succeed by word of mouth. Best example this year was *Hellzapoppin* which, despite severe critical drubbing, became a top box-office draw. Another is *The Gentle People*, staged by The Group Theatre which specializes in Clifford Odets and other plays about Brooklyn and The Bronx. In *The Gentle People* young Playwright Irwin Shaw tells the "Brooklyn fable" of two old fishermen who, after working hours, love to cast from an out-board motorboat off the Coney Island pier. A smalltime gangster finds them and gouges them for \$5 a week "protection money" on penalty of scuttling their skiff. Next he seduces one fisherman's daughter, beats him up, demands all his savings. Now the "gentle people" turn in their wrath and, in a superbly comic scene in a Russian

bath, plan a gruesome revenge. How they achieve it, against a setting rarely seen on the stage, is shown on this page.

Where *The Gentle People* lags, it is supported by radiant acting from Franchot Tone, Sylvia Sidney and Sam Jaffe, all returned from Hollywood to Broadway, and from the Group company who have become past masters at U.S. realism.



Off Coney Island pier Sam Jaffe and Roman Bohnen fish after work. Their peaceful lives are crossed by Gangster Franchot Tone, who steals Sylvia Sidney from her suitor (on pier).



In a Russian bath the fishermen plot against the gangster who has beaten Jaffe, demanded their \$190 savings. Lee Cobb, as a bankrupt (above), gives comic counterpoint to the scene.



Enticed into the skiff by his victims, Tone suddenly realizes that they intend to slug him out in the bay. He reaches for the gun in his coat while Bohnen is too frightened to strike.



Down comes the lead pipe on Tone's head while Jaffe prevents him from drawing his gun. The fishermen remove the gangster's wallet in which they find their savings plus \$416.



Into the water goes the stunned racketeer. When his body is found a week later and Sylvia Sidney returns to her suitor, the gentle people feel they have triumphed over brute force.

(continued)

"THE AMERICAN WAY" IS A PATRIOTIC PAGEANT OF 42 YEARS OF U. S. HISTORY



Patriotic in spirit and gigantic in proportions is *The American Way*, the \$225,000 Kaufman & Hart spectacle that opened Jan. 21 at the vast Center Theatre (3,381 seats) in Radio City. In it, Fredric March and wife Florence Eldridge (above, center, with wicker statue) play the part of a

German couple who, in 1896, emigrate to Ellis Island in quest of freedom. They settle in Ohio, prosper mightily, mourn a son killed during the World War (below, left, as veterans come marching home), lose their fortune during the 1929 bank crisis, suffer still greater misfortunes from U. S.

brown shirts in 1938. (Often shamelessly sentimental and banal, *The American Way's* swirling pageantry, its quaint oldtime political rallies, its nostalgic old songs, its 2,000 costume changes, its bands, parades and 250 actors make it one of the biggest spectacles shown in a U. S. theater.



FEBRUARY, 1939

LISTEN



A 4-Page Advertisement of the Radio Corporation of America

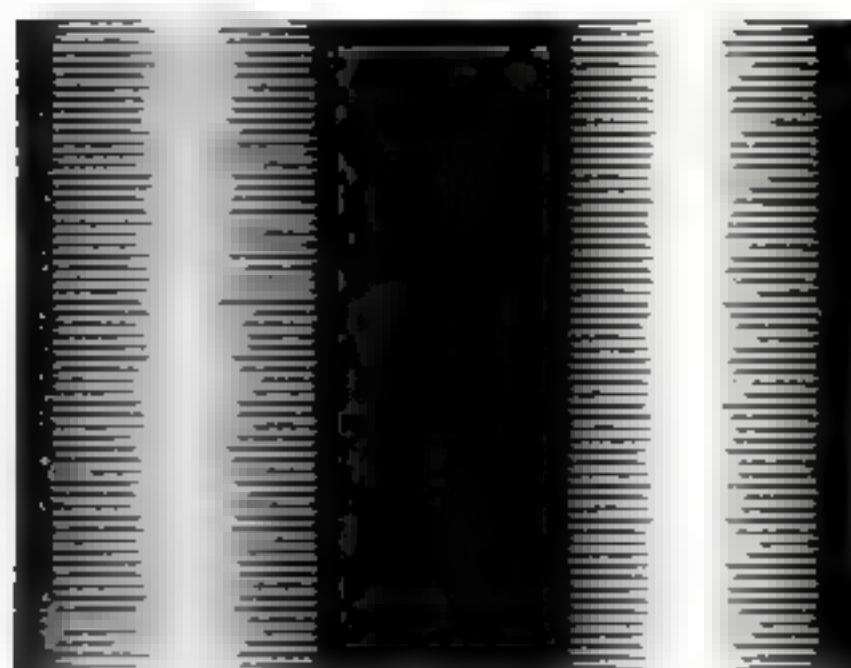
No. 19



TWELVE MILLION OF YOU A DAY

You enjoy movies more because of radio. Research in RCA Laboratories has been, and continues to be, a big factor in creating finer sound recording and reproduction for motion pictures. Radio helps theatre owners sell 85 million tickets a week. Radio helps make movies so interesting that annual attendance in the United States equals twice the population of the world. When you go to the movies look for RCA Photophone plaque—the sign of the best in sound reproduction.

RADIO HELPS HOLLYWOOD TALK



Why ultra-violet light makes better sound track is shown by above magnified photo of sound on film. The sound track at left was recorded by white light, that at right by ultra-violet light. Note how sharp in outline are the white and black areas when ultra-violet is used. Any distortion in the shape of the sound tracks distorts the resulting sound. Hence RCA Laboratories performed notable service to movie goers by perfecting ultra-violet recording.

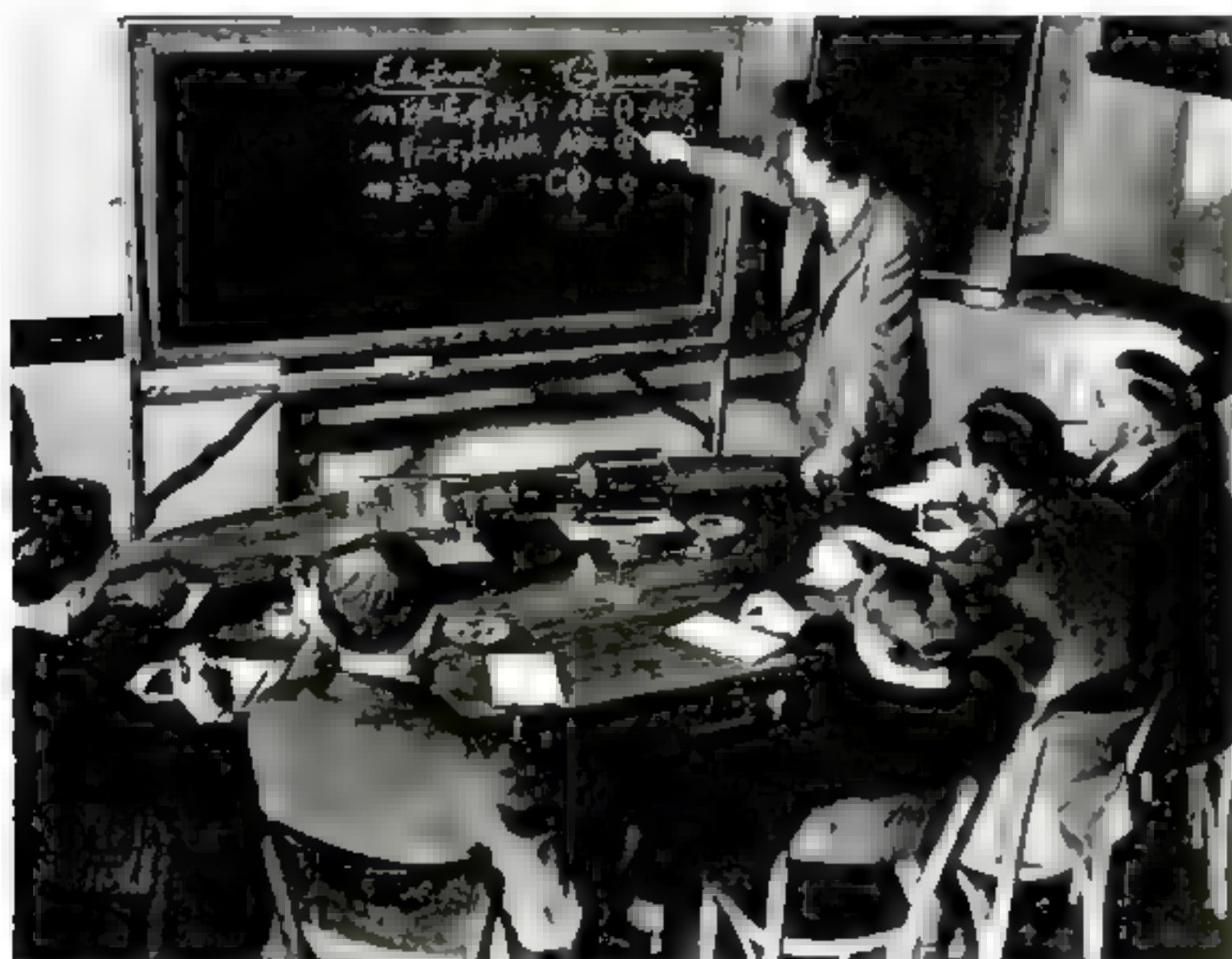
The strip running from top to bottom at left of this column is reproduction of typical sound track as it appears on motion picture film, enlarged about three times.



NBC at Motion Picture Capital—The new NBC studio in Hollywood covers almost 150,000 square feet of ground. From this great building the Red and Blue Networks bring to millions of listeners the voices of the many motion picture players whose abilities contribute so greatly to the interest of leading radio shows.

RADIO'S SERVICE TO MOTION PICTURES

RCA LABORATORIES BRING LISTENERS VOICES OF HOLLYWOOD GLAMOR GIRLS



Key men of RCA Laboratories study electron motion. No one has ever seen an electron, but motions of electrons are an important consideration in the design of radio tubes. In scene above, at RCA Tube Laboratories, Harrison, N. J., a group of research men are studying equations showing similarities in motion of electrons and the gyroscope. Many types of RCA tubes are used in recording and reproducing motion picture sound.

MUCH is written about the glamor girls of Hollywood, about masculine stars, about the skill of directors. Few movie goers realize that the reproduction of voices and the whole range of sound that makes pictures live—is a laboratory product. Because the recording and reproduction of sound involves so many principles which have grown out of radio, RCA Laboratories have long been the scene of outstanding research into motion picture sound. This work is closely connected with research and actual practice in making Victor Records and operating the National Broadcasting Company networks.

Among the great motion picture ideas that have been introduced to the industry through RCA Laboratories, one of the most important is the use of ultra-violet light for "writing" the sound track on the film. These light rays, invisible to the human eye, impress on film the most sharply defined image yet attained. Hence, ultra-violet light recording used by RCA Photophone marks a great advance in motion picture sound.

In spite of the amazing perfection of today's Photophone sound, search for better methods goes on unceasingly in RCA Laboratories.

If you have seen the great pictures of recent months you have heard Photophone sound. A few of these are Columbia's "You Can't Take It with You," Disney's "Snow White and the Seven Dwarfs," Twentieth Century-Fox's "Alexander's Ragtime Band," Republic's "Army Girl," RKO's "Gunga Din," Warner Brothers' "Angels with Dirty Faces," and in addition, the March of Time and Pathe News.

Now, LISTEN shows you something of how Photophone works.



Tube materials must be pure—This spectrograph is used to test purity of materials used in making RCA Radio Tubes. Volatilized in a carbon arc the material produces a spectrum which is photographed with aid of a quartz prism. The quantity of each element present is indicated in the resulting picture.



IT ALL STARTS AT THE "MIKE"

PHOTOS SHOW HOW INVISIBLE LIGHT

- 1 Recording sound through Directional "mike," one of the outstanding microphones developed by RCA Laboratories. RCA microphones are used by National Broadcasting Company in Radio City, in film and radio studios all over the world, and in making Victor Records.
- 2 The RCA Amplifier. Control engineer uses this device to magnify sound waves and pass their acoustical energy on in the form of electrical impulses which vary as do the sound waves.
- 3 In the Photophone Recorder a beam of light is reflected from a tiny mirror. The varying electrical impulses vibrate this mirror at the same frequency as each sound wave, sometimes 10,000 times a second. This vibrating light beam, focused on the sensitive film, traces a track which varies in shape to correspond to each movement of the mirror.
- 4 Invisible light writes sound on film. Diagram shows path of light from lamp, to mirror, to film. Just before it reaches film the light passes through filter that shuts out all but the invisible ultra-violet rays. The film, like that used in your own camera, is particularly sensitive to ultra-violet light. RCA Laboratories developed this ultra-violet recording method used by Photophone.

THE NEW YORK TIMES, FRIDAY, MAY 21, 1926.

Americans Don't Want Talking Movies; Prefer Silent Film Shows, Says Edison

Special to The New York Times.

ATLANTIC CITY, N. J., May 20.—Americans are not interested in talking movies, they prefer the restful quiet of the film theatre, and to reproduce the screen actor's talk would destroy the illusion.

This is the way it appears to Thomas A. Edison, who led the development of both the movie and the phonograph. The instruments it is now proposed to combine.

The seventy-nine-year-old inventor answered questions in the Hotel Tray-

more today by saying that "talking movies will not come into general commercial use as long as the American public continues to display its present attitude."
"Americans require a restful quiet in the moving picture theatre," he continued; "and for them talking from the lips of the figures on the screen destroys the illusion. Devices for projecting the film actor's speech can be perfected, but the idea is not practical. The stage is the place for the spoken word. The reactions of the American public up to now indicate the movies will not supersede it."

In early days of motion picture sound there were differences of opinion of its value. Clipping above shows that even so brilliant an inventor as the late Thomas A. Edison at one time expressed definite doubts as to the future of motion picture sound.



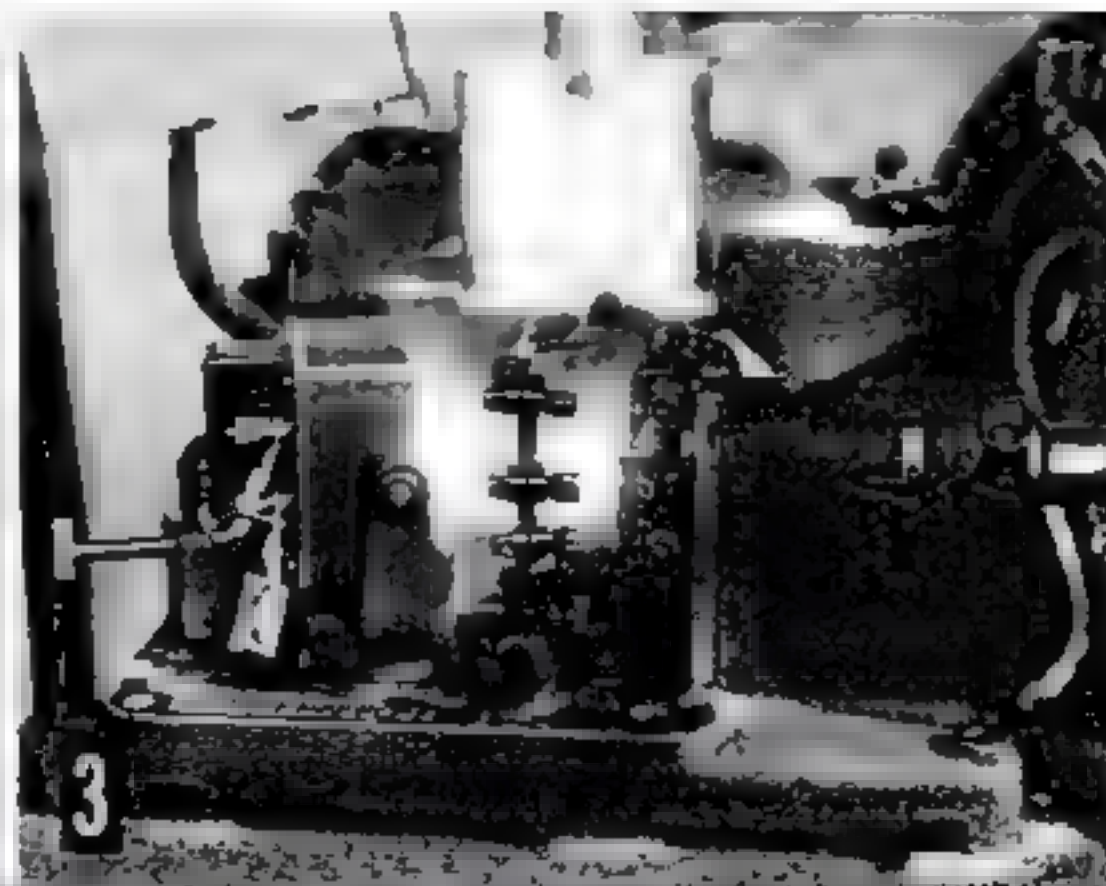
An Advertisement of

RADIO CORPORATION OF AMERICA Radio City, New York



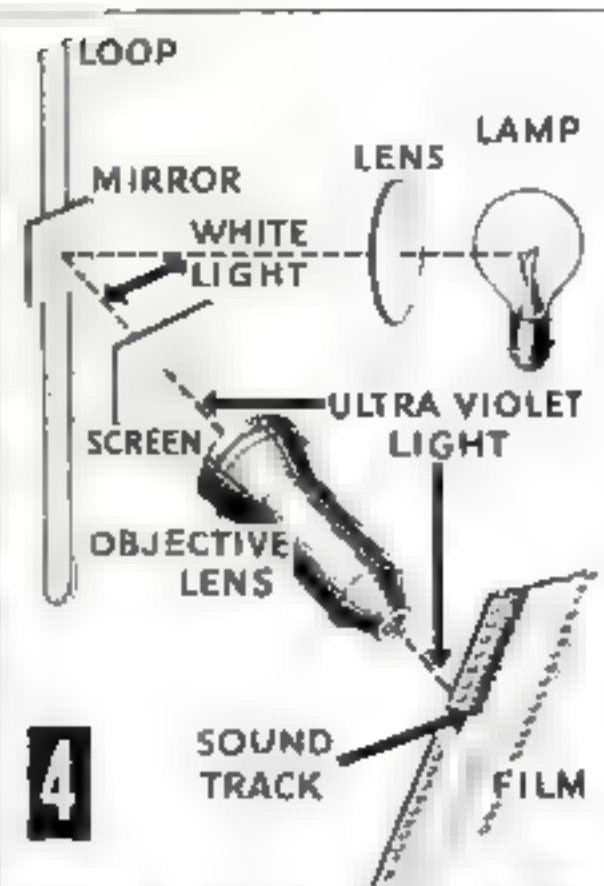
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THE SOUND GETS A LIFT



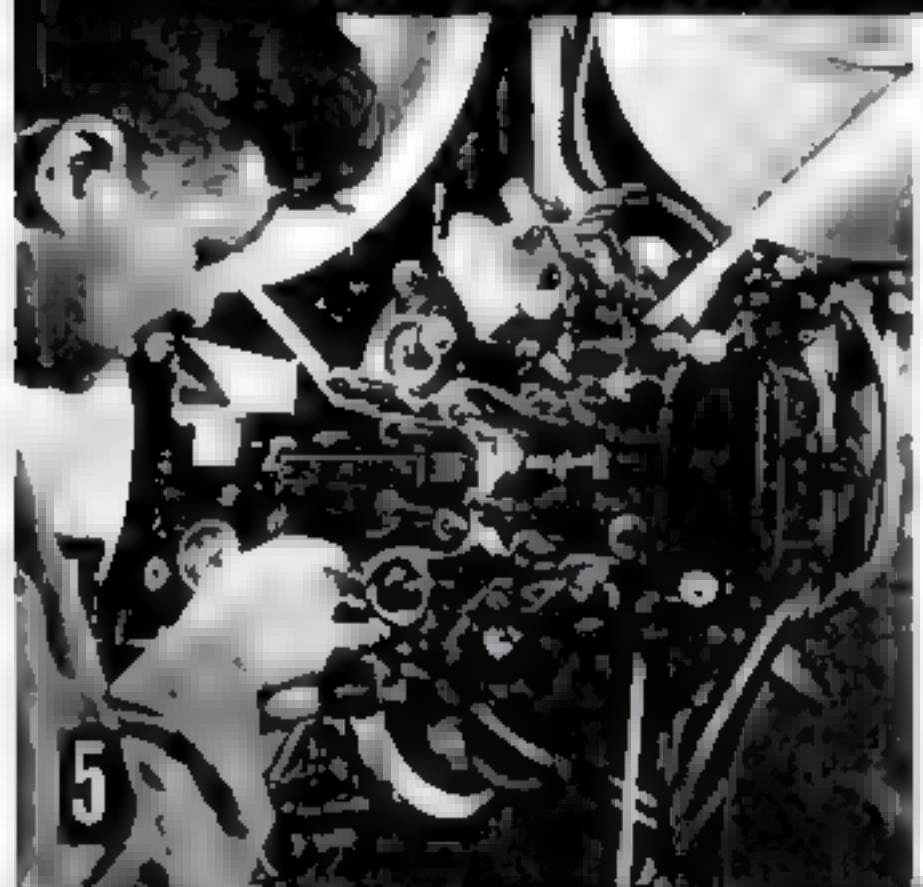
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10,000 TIMES A SECOND



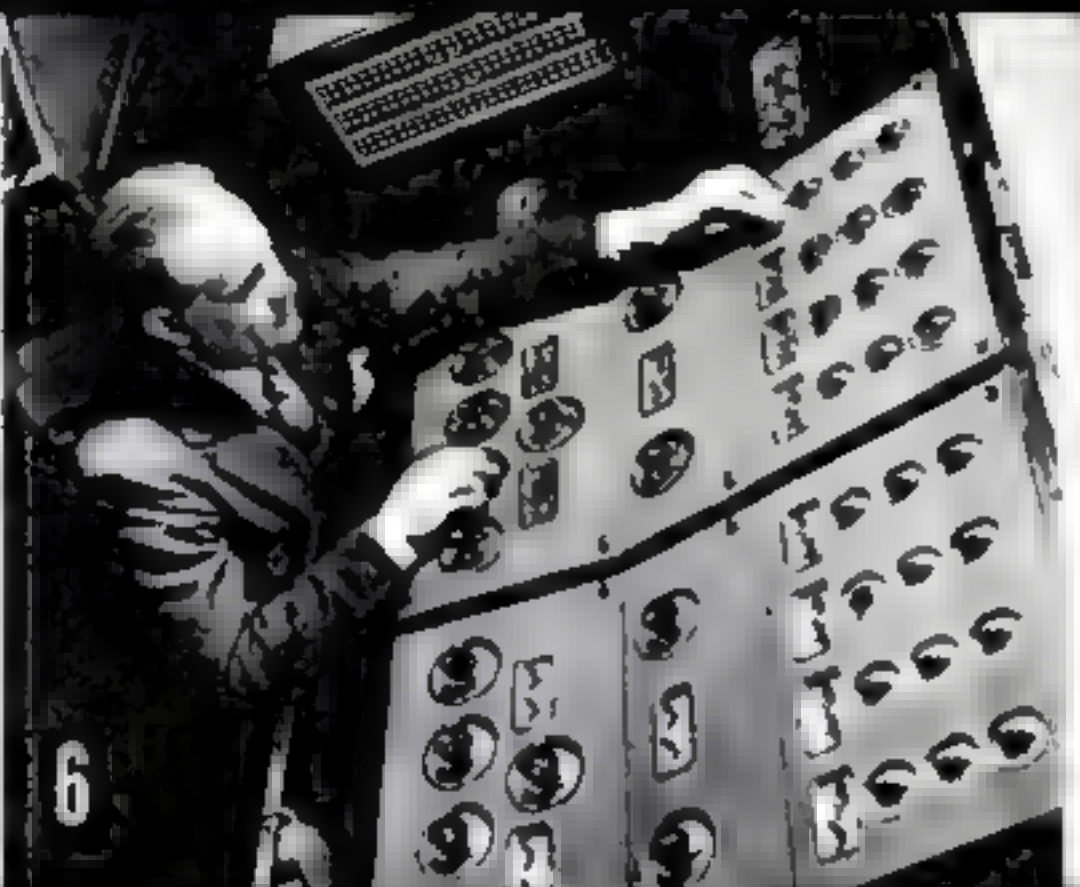
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INVISIBLE LIGHT



5

PRINTING THAT SPEAKS



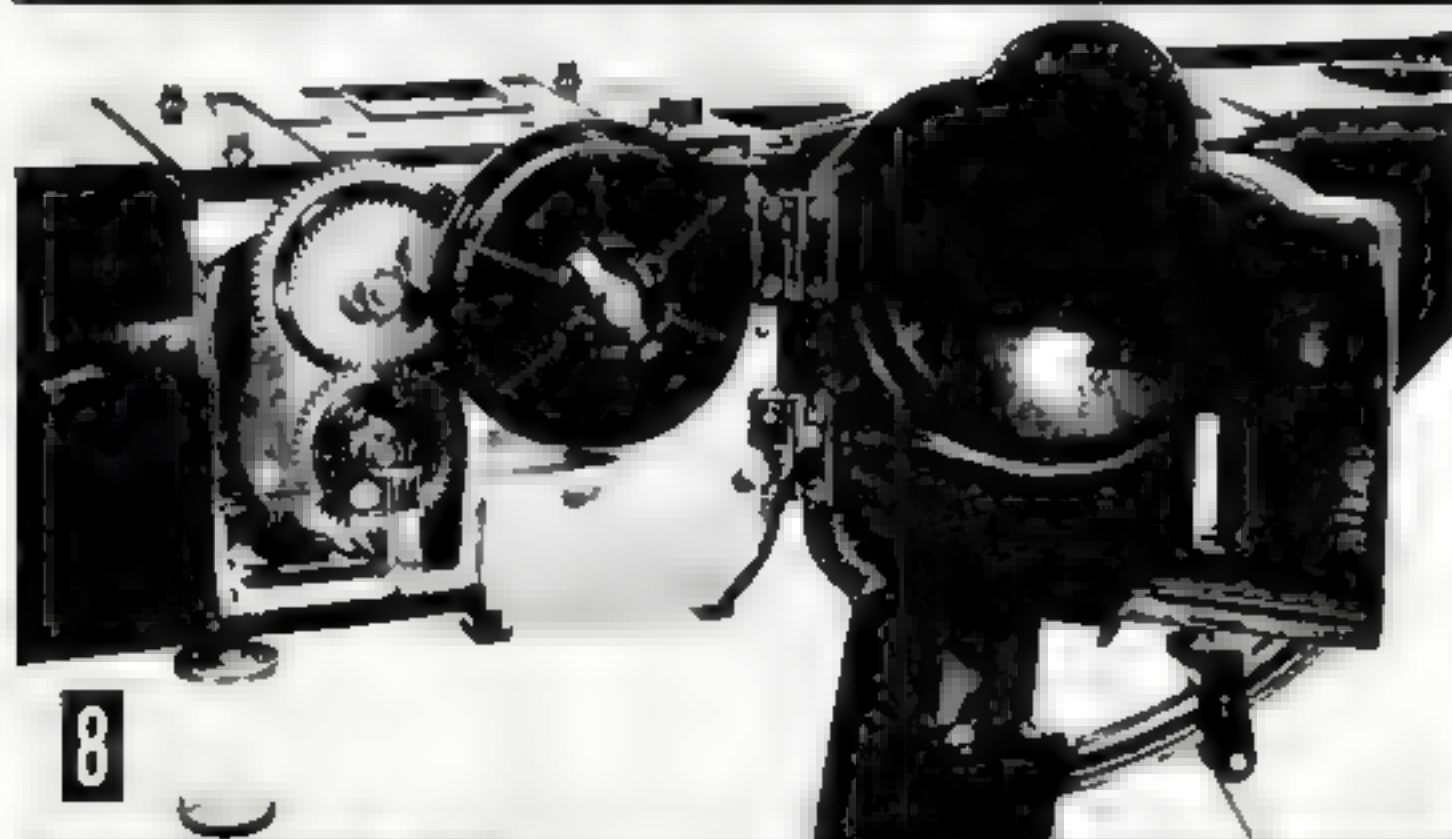
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HE'S A GOOD MIXER



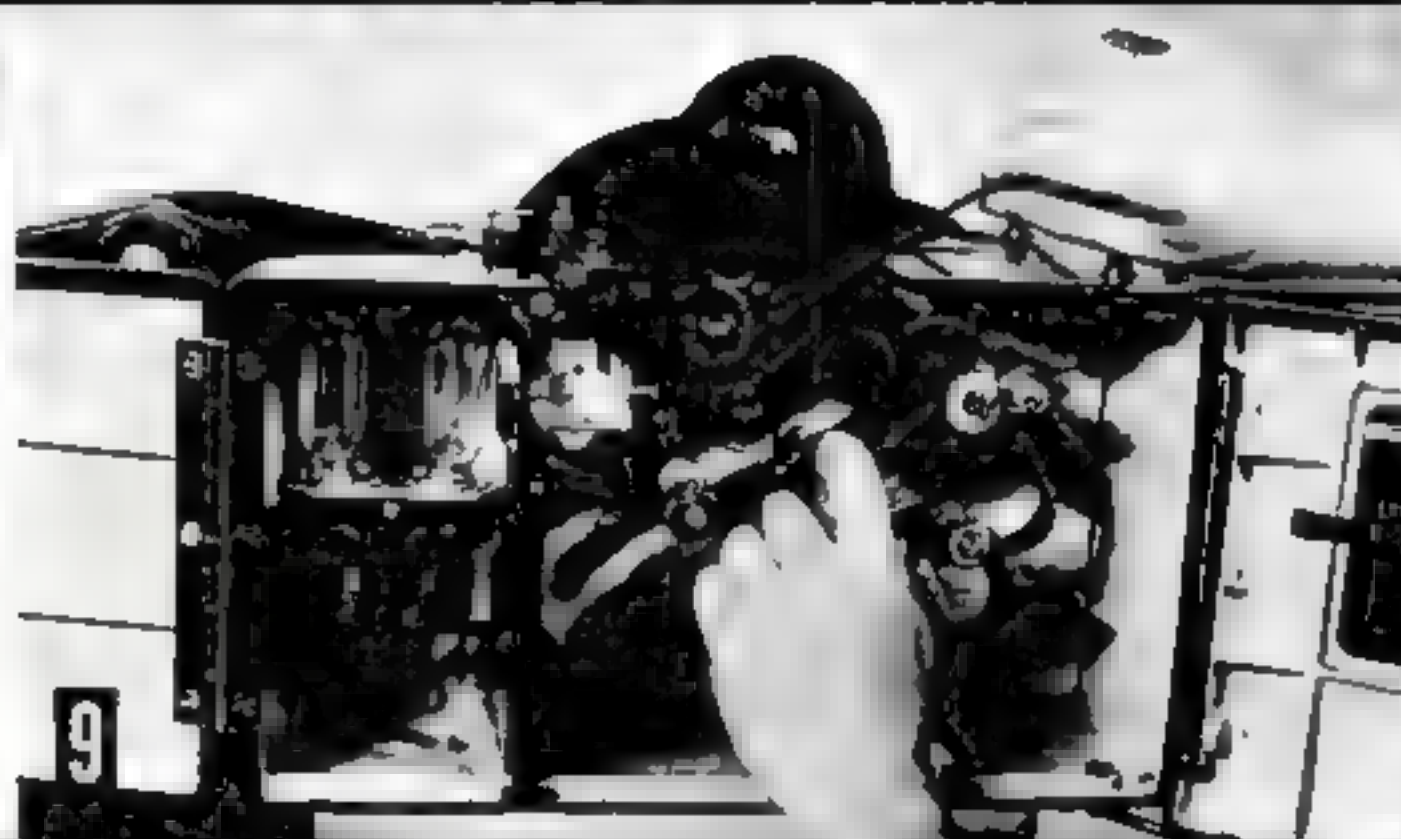
7

SOUND JOINS PICTURES



8

ROTARY STABILIZER



9

NEWEST SOUND PROJECTOR

"WRITES" ON MOVIE FILMS THE MUSIC YOU HEAR IN YOUR THEATRE

5 The sound track must be developed without distortion. So research extends to photographic developers. For good sound, it is vital that there be no distortion of the narrow sound track through slipping due to printing. Engineers have devised non-slip method of printing. Thus RCA Laboratories continue to contribute to finer sound reproduction for movie theatres.

6 With Photophone, the many kinds of sounds required in movies can be recorded at different places, and then "mixed"—that is, combined into one sound track, by playing back the various sounds and re-recording them simultaneously. The RCA Mixer shown in the picture will combine eight sound tracks into one, with any desired emphasis on any of the sounds.

7 The final printing of sound tracks on the same film with the pictured scenes is vitally important. RCA maintains men in New York and Hollywood who devote their entire time to helping film laboratories make the best possible prints.

8 The completed film is now ready for the theatre, where the sound reaches the audience through RCA Photophone Reproducing Equipment such as is in use in more than 8,000 theatres. To insure good sound the movement of the film must be at a perfectly constant speed. RCA engineers accomplish this by the unique and ingenious Rotary Stabilizer. This device and Photophone ultra-violet light recording, have both been awarded honors by the Academy of Motion Picture Arts and Sciences.

9 To bring you the sound from the film, the Photophone projector directs a beam of light through the sound track, and against a photo-electric cell. This cell is so sensitive to the slightest variation in light that it passes on the exact impulses which have traced the sound track. As a result the speaker diaphragm vibrates just as did the original microphone, and you hear exactly what the microphone heard. Thus the whole world of sound is reproduced by Photophone from a narrow band which Photophone recording traces on the edge of motion picture film.

RCA Manufacturing Company, Inc.
R.C.A. Communications, Inc.

Radiomarine Corporation of America
National Broadcasting Company

RCA Institutes, Inc.

Only RCA Victor offers you the extra advantages of *RCA All the Way* Experience!



This splendid new RCA Victor Electric Tuning instrument is a value you'll find it difficult to duplicate! At an amazingly low price, it offers you such superb features as Electric Tuning, Victrola Button, Plug-in for Victrola Attachment, Super-Sight Streamlined Dial, Magic Eye, RCA Victor Metal Tubes, and a great many others. Its massive, beautiful cabinet will lend new charm to your home. Model 97K2.

\$75.00*

RCA Victor Little Nipper Model 9TX1 is a superheterodyne radio which comes in walnut finish, plastic cabinet with tan knobs and offers such features as five RCA Victor tubes, Electrodynamic Speaker, AC-DC operation, Built-in Antenna and Automatic Volume Control. All-time low price of

\$9.95*

Also available in a variety of other finishes . . . priced up to \$17.95*

RCA Victrola Model U-112 offers you Victor Record and radio entertainment at a sensationally low price! Has Feather-touch Crystal Pick-up and True Tracking Tone Arm and a radio with Automatic Volume Control, RCA Victor Metal Tubes, and other modern features. Price includes \$4.50 worth of any Victor or Bluebird Records you choose . . . a \$2.00 subscription to the Victor Record Review and membership in Victor Record Society. The price

\$39.95*

RCA presents the Magic Key every Sunday, 2 to 3 P.M., E.S.T., on the NBC Blue Network.

For finer radio performance—RCA Victor Radio Tubes.
*Prices f.o.b. Camden, N.J., subject to change without notice.

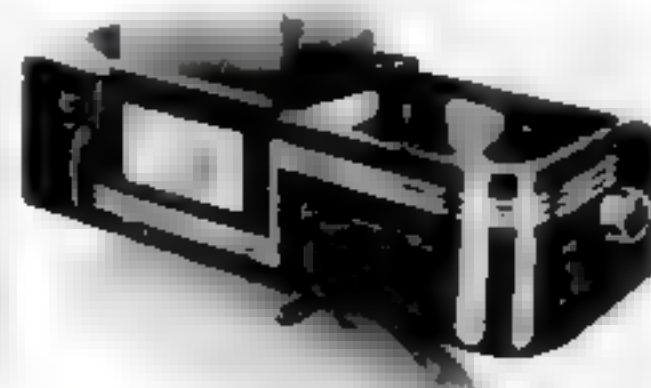
That's why you'll enjoy an RCA Victor Electric Tuning Radio just as completely as you enjoy RCA Photophone Sound in the movies!

THE preceding pages of LISTEN have shown how RCA brings you the brilliant movie sound you enjoy in theatres today. In addition to the movies, RCA also plays a major role in broadcasting, through the National Broadcasting Company . . . in communications, through R.C.A. Communications . . . and in every other branch of the radio and sound business. And because the electronic engineers in RCA Laboratories apply to RCA Victor Radios all they learn in every phase of sound and radio, you get more for your money when you buy an RCA Victor.

The new RCA Victor Radios and Victrolas bring you more stations, more power, more convenience, more beauty of cabinet design. You get more pleasure—and more value. And you can prove all this to yourself by visiting your nearest RCA Victor dealer. See and hear these new sets. Match them in performance and in price against any others. And you, like millions of other smart buyers, will get an RCA Victor!

Attention!

Motion Picture Exhibitors!
There's a New Magic Voice of the Screen
—with Rotary Stabilizer
Plus Shock-Proof Drive!



This superb new Magic Voice of the Screen—alive with features that mean finer sound than you've ever before been able to offer—begins a brilliant, new era of movie entertainment!

The famous Rotary Stabilizer has a "partner"—the new Shock-proof Drive—you're now assured greater constancy of film speed than ever! Details from your RCA Photophone representative.

RCA MANUFACTURING CO., INC., CAMDEN, N. J.
Please send me further information about the new RCA Photophone Magic Voice of the Screen.

Name _____
Theatre _____
Address _____
Seating Capacity _____



RCA Victor

A Service of the Radio Corporation of America

WASHINGTON'S PERUKE SETS A STYLE



WASHINGTON'S HAIR BOW



HIGH-STYLE COLONIAL

Last summer the fashion world's indecision whether to accept unreservedly the upswept hair-do added one more complication to the life of a professional model. The pretty little misses who make a career of posing for fashion pictures had to be prepared to pose with hair up or hair down. While waiting for calls, they fretted and pouted over their straggly locks. One young thing tried tying the long ends up with a hair ribbon. Others liked her looks and did likewise. It took six months, however, for the official fashion world to catch up with this practical young style.

In January American buyers returning to New York from the Paris millinery openings brought tales of the Cadogan bow, worn either as part of the hair-do or as part of a hat. To Americans it looked like a revival of George Washington's peruke (see sketches at left).

The curls, long or short, are tied at the nape of the neck with bows of ribbon. Small bows are favored for daytime, larger bows with or without streamers for evening wear. Many of the new sailor and bonnet-type hats have ribbon or veil streamers at the back which can be tied into a bow around the hair.



Small bows are sometimes fastened to barrettes clasped around the curls at back, as this picture shows, or are tied about the hair. Most ready-made bows cost a dime.



Long streamers of velvet are pretty over bare back and shoulders. Bows in the hair are part of the "little girl" trend which is prevalent in the new fashions for spring.



Part of the hat are these ribbons. They serve the double purpose of keeping hat and hair in place. At turn of the century, ribbon streamers were called "beau-catchers."



A sophisticated lady with sleek hair looks like this with a ribbon in her hair. With upswept hair and curls piled high on the head, tiny bows are frequently worn at the front or sides.

ART



"A Delicate Compliment" is the title of this Leech painting. The dandy on the left, wearing proper red coat and astride a plunging thoroughbred, cries at the bearded fellow: "Now then, Sir, out of the way unless you'll get into the cover. Mayhap your ugly mug might frighten the fox out." In England fox hunting has always been the favorite subject for sporting prints.



"Don't move there. We shall clear you," calls the huntsman on the white horse as he heads straight for the stomach of the man in the ditch. Much of Leech's best work was used to illustrate R. Scott Surtees' sporting novels. The title of the picture below is *A ride home after a blank day*. Probably the greatest charm of sporting prints is their delightful sense of humor.



SPORTING PRINTS

These are from the early 19th Century

Ben Marshall, one of the world's greatest horse artists, once said, "I can sell a man a print of his horse for 50 guineas, but a print of his wife brings only 5." This explains why sporting prints have had such steady popularity and why sporting artists are often rich. A frankly commercial art, which pleases its public with a mass of accurate detail on all kinds of athletic games, sporting art is sometimes regarded with contempt by followers of the fine arts. But the prints sell like hot cakes and have never been more in demand than now.

One of the most famous, and most expensive, of all artists is John Leech (1817-1864) who did the good-natured hunting prints at the left of this page. At first an unknown artist on London's streets, he became a well-paid humorist on the staff of *Punch*, did 8,000 drawings in 23 years for that magazine. He was extremely handsome, moved in polite society and often rode with the famous Puckeridge hounds. Leech loved to make fun of his affected, aristocratic friends, show them falling off horses, stumbling over fences, sitting down in muddy bogs. Another artist who portrayed the foibles of the great was Henry Alken, who made the prints below.

On the following pages LIFE presents in color some of the best of the old sporting prints to be shown this month at an exhibit called "Four Centuries of Sports" at A. G. Spalding's Chicago store. Most of them were done in the early 19th Century, and today are worth up to \$5,000 apiece.



"Leading the field," reads the caption of this aquatint, "you push on at a severe down-leap, but discover when half over the next field that a bough of a tree has taken off your hat." Meanwhile friends in the background do not fare so well either.



"Damn it, Bob, you have made a bad job," call friends as this rider holds up his horse's head to prevent drowning, while he waits some assistance to pull the animal out of the stream. The greatest age for English sporting prints was 1790-1840.



RUGBY ON THE VILLAGE GREEN IN 1818 HAD FEW RULES, AND LUCKY WAS THE MAN WHO CAME OUT UNINJURED. THE ETCHING ABOVE IS BY AN UNKNOWN ENGLISH ARTIST



THIS ETCHING OF AN 1818 BOXING MATCH WAS DONE BY AN ANONYMOUS FRENCHMAN, A PRISONER OF WAR IN ENGLAND. BARE-FISTED BOXERS FOUGHT UNTIL ONE DROPPED



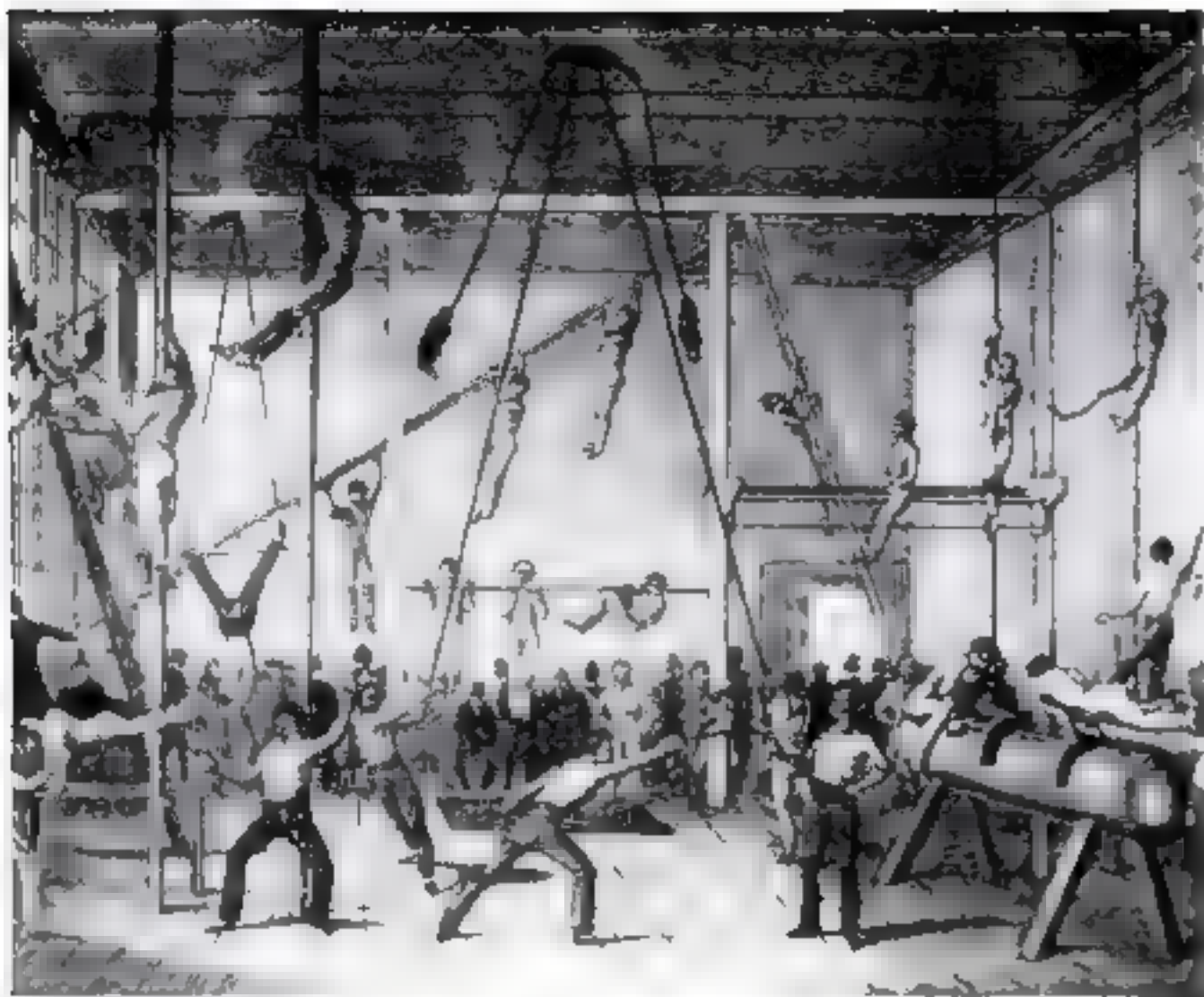
"A NICE GAME FOR TWO OR MORE" IS THE TITLE OF THIS LITHOGRAPH BY JOHN LEECH, SHOWING THE HOOPSKIRTS, MUSTACHES AND FLIRTATIONS OF AN 1880 CROQUET GAME



BILLOWING SKIRTS IMPEDE A SKATER IN AN 1875 HEGNIER LITHOGRAPH



"JACKSON, THE AMERICAN DEER," WAS DRAWN BY ASTON BRAGG IN 1862



Roper's Gymnasium in Philadelphia was a rendezvous for professional and amateur athletes in the 1840's. In this lithograph you see the place crowded for an afternoon's workout. Here came rich socialites to sweat the alcohol of the night before out of their systems. Here, too, came the tougher element who aspired to be prizefighters.



For the championship of America and a \$4,000 purse, James Hammill (right) and Walter Brown sculled a five-mile race on the Hudson River at Newburgh, N. Y., Sept. 8, 1897. To see the race, sportsmen, gamblers, and socialites sailed up from New York in schooners and side-wheelers, booed lustily as Hammill was disqualified.



Baseball fashions for 1870 featured small jockey caps, lettered belts and monogrammed shirts. Already 30 years old, the game in 1870 was still played without gloves, masks or protectors. Most famous team was the Cincinnati Red Stockings, who had won 81 straight games the year before, were heroes to every U.S. schoolboy.

CONTINUED ON NEXT PAGE

'Snowonder she likes Old Golds!



Ask her reasons?

Don't be silly!

A woman gives

Answers, not reasons.

She likes Old Golds

Not because of their

Finer tobaccos, but

Because their delightful

Double-Mellow Flavor

Happens to please her taste,

And because every

Old Gold reaches her lips

As fresh as the day it

Was born. Try a pack . . .

And let your taste decide.

Every pack wrapped in 2 jackets of Cellophane; the **OUTER** jacket opens from the **BOTTOM**.

For Finer, FRESHER Flavor, Smoke Double-Mellow Old Golds

TUNE IN on Old Gold's "Melody and Madness" with ROBERT BENCHLEY and ARTIE SHAW'S Orchestra, every Sunday night, Columbia Network, Coast-to-Coast.

Copyright, 1938, by F. Lorillard Co., Inc.



How the Secret of
AUNT JEMIMA'S
 Delicious Jiffy-Quick
PANCAKES
 Made Mother the
 Queen of Hearts



PANCAKES! MY FLAVORY, FRAGRANT PANCAKES. THAT'S WHAT YOU IS HUNGRY FOR NOW.

RIGHT, AUNT JEMIMA! YOU BET WE'RE PANCAKE-HUNGRY.

LET'S GET MOTHER! QUICK!



AND IT'S EASY AS 1-2 TO WHISK UP MY PANCAKES.

CHEER UP YOU THREE! I'LL MAKE SOME AUNT JEMIMA'S FOR YOU RIGHT NOW.

(1) As easy as 1-2. Just add a cup of milk or water to a cup of Aunt Jemima's magic Ready-Mix. (2) A flip on the griddle. Then bring 'em on all golden brown and scrumptious.

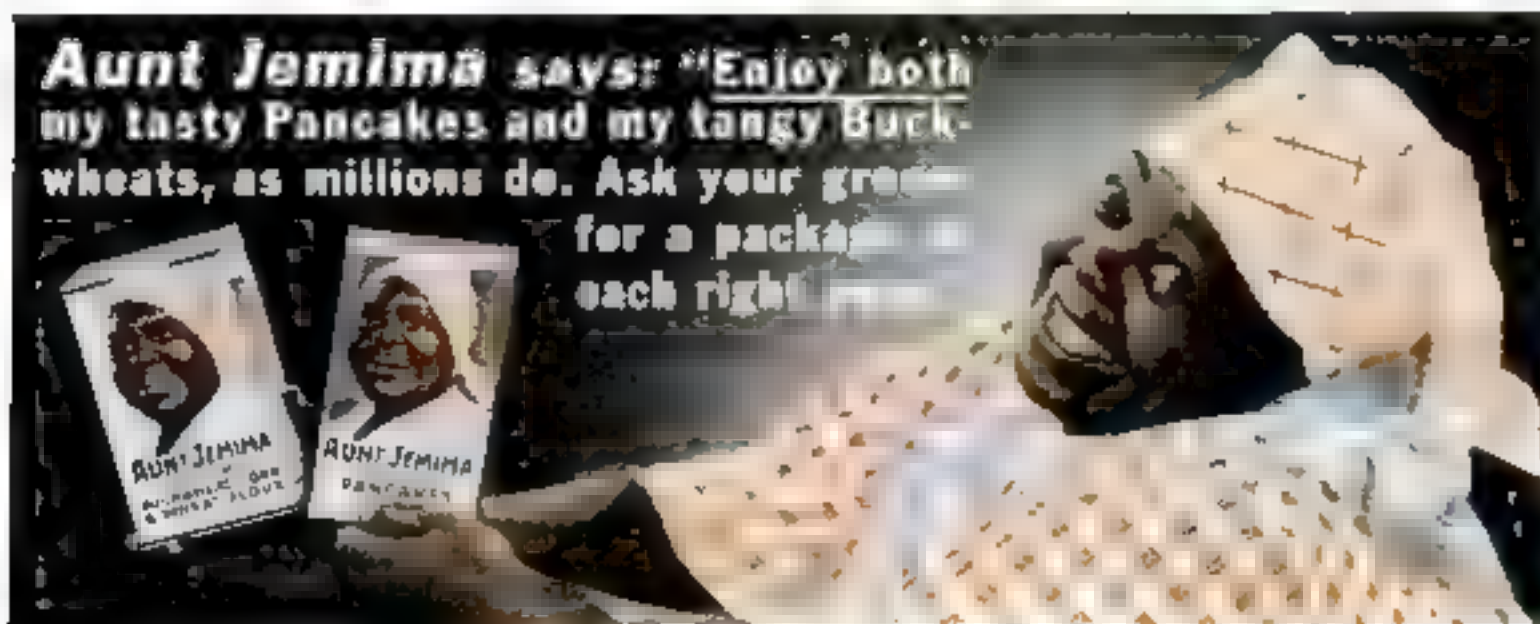


PANCAKE DAYS IS HAPPY DAYS

OH BOY! AUNT JEMIMA'S! MOTHER, YOU'RE AN ANGEL.

YOU'RE THE BEST MOM IN THE WORLD.

Happify your folks today with some fluffy, light Aunt Jemimas. They're so nourishing, so easy to digest, so quick to fix. And today is Aunt Jemima Pancake Day.



Aunt Jemima says: "Enjoy both my tasty Pancakes and my tangy Buckwheats, as millions do. Ask your grocer for a package of each right now."

Sporting Prints (continued)



A great fighter of his time was Richard Humphreys, "the boxer who was never defeated." Actually he was beaten in 1790 at Doncaster, England, by the Spanish Jew Mendoza. For an hour the two slugged and pounded each other, with little rest and no intermission, until Humphreys fell exhausted. This mezzotint is by John Young.



Isaac Bitton, English heavyweight with the arching sideburns and beetle brows, was the Tony Galento of the 1820's. Always a popular challenger, he was never in a class with Tom Cribb, who held the world's championship for 16 years, or of Tom Spring, the first scientific boxer. This etching was done by Peter Roberts.

Years ahead! HOOVER

CLEANING ENSEMBLE

Keeps colors fresh

IT BEATS AS IT SWEEPS AS IT LIFTS

INTERIOR MRS. DODD, N.C. ANTON BRUEHL PHOTOGRAPH



(At Right) Cleaning Ensemble, with Tools for draperies, upholstery and back this is an Handy Kit. Tools plug in side of cleaner



Secret of Color Cleaning

Hoover's patented device (the Agitator) which removes hidden dirt and revives hidden color. It also enriches color by lifting and combing the nap.



Beige rug, ice blue walls, antique blue satin hangings. Chair, chartreuse velvet. Sofa, striped blue and white satin. Accents of orange and gold. These lovely fragile colors call for Hoover Color-Cleaning.

Your home is your color castle. Whatever your room colors, they were chosen for some good reason and are worth fighting for. *Hoover keeps colors fresh.*

That's the real difference between the Hoover Cleaner and other cleaners. It cleans deeper—gets the unsuspected dirt that changes color tones. It gives

your home an extra bright, clean look that guests can actually see.

If you have a dog, remember Hoover is the sure way to pick up dog hairs. If you have children who play on the floor, Hoover gives extra health protection. If you have moths, Hoover is an extra safeguard against them.

The Hoover Cleaning Ensemble is sold by representatives of leading local stores. Call your Hoover dealer and ask for a free demonstration of Hoover Color-Cleaning and the New Ensemble in Brown (illustrated at left). The Hoover is easy to own—as low as \$1.00 a week, payable monthly. Three Hoover models for any home or purse.

Treasures close to the Heart of Scotland

• Below, JOHNNIE WALKER Black Label, a rare and mellow Scotch, laid away many years ago. To the right, the Royal Sceptre and the Lord High Treasurer's Mace, once used on Scottish occasions of state, now carefully guarded in Edinburgh Castle



Born 1820...
Still Going Strong



CLOSE to the heart of Scotland are her venerable treasures, rich in tradition . . . among them, Johnnie Walker Black Label, rarest of Scotch whiskies.

Johnnie Walker is mellow and full-bodied with twelve long years in the cask. It sips with a smooth and round flavour. Produce Johnnie Walker Black Label when the occasion calls for the finest of Scotch . . . or when you want the finest of Scotch to produce an occasion!

WHEN YOU WOULD SERVE THE BEST—

JOHNNIE WALKER

BLACK LABEL BLENDED SCOTCH WHISKY

Every Drop
Twelve Years Old
86.8 proof

Copyright 1939, Canada Dry Ginger Ale, Inc., New York, N. Y., importers of Johnnie Walker Blended Scotch Whisky

AMERICA GAMBLING

HALF OF THE NATION MADE BETS IN 1938



THOUSANDS PLAY BINGO AT CHURCH-SPONSORED GAME IN JERSEY CITY ARMORY. BY POLL, MORE AMERICANS RISK MONEY IN CHURCH LOTTERIES THAN IN ANY OTHER FORM OF GAMBLING

Gambling is news. In Kansas City, long famous as a "wide-open town," a circuit judge raids two houses, launches a grand jury investigation. In Washington the policy ("numbers") game, poor man's lottery, is reported on the boom as never before. In New York City, Tammany Boss Jimmy Hines again goes to trial on charges of furnishing political protection to policy racketeers and the New York *Daily News* renews its campaign for a legalized State lottery.

Americans love to gamble. The Gallup Polls find that over half of the nation's adults admit to having bet money at some form of gambling during 1938, not including the stock market.

Americans have always loved to gamble. Sufficient evidence of gambling's place in American history is the fact, noted by Herbert Asbury in his new history of American gambling, *Sacred Progress*, that all of the following common words and expressions came into the language from the single game of faro, which was long the nation's favorite gambling game: keep tabs, break even, play both ends against the middle, call the turn, heel derogatory, in luck, lose out, win out, poker, square deal, stool pigeon, string along, whipsawed, on velvet, start on a shustring.

As time goes on, Americans will probably gamble



BINGO AD OUTSIDE CHURCH IN JERSEY CITY

more & more. Psychologists confirm what every gambler knows when they say that people gamble not merely in the hope of quick and easy money but even more for the delicious thrills of risking fate which their workaday lives do not provide. Now, with the National Youth Administration to give citizens a start in life, the Wages & Hours Act to keep their pay up, the National Labor Relations Board to help keep them from getting fired, Relief to provide for them if they do lose their jobs, and Social Security to take care of them in their old age, Americans may well turn increasingly to gambling as an outlet for what risk taking impulses they have left.

Gambling in excess, like liquor drinking in excess, can be a vicious, life-wrecking habit. But when reformers tried to legislate liquor out of existence people went right on drinking, and instead of going to legitimate businessmen and into government treasuries, their money went to racketeers and corrupt politicians. That is where gambling money has always gone whenever laws have been passed against it. Having repealed prohibition, America may in time get around to changing its gambling laws to conform not to what human nature should be but what it cussedly is and cussedly seems apt to remain.

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AMERICAN CRIMINALS (continued)



Fortune, a bingo parlor at 2 West 39th St., was one of the houses raided on Judge Southern's order. Players pay 10¢

per card for prizes of \$5 to \$50 per game. Women predominate. The house's profits in 1938 were reportedly \$480,000.



Crapshooting, the specialty of the house, at the Twelfth Street Recreation, 121½ East Twelfth St. Below: horse-

race betters in **The Turf** at 1211½ Baltimore St., the biggest of Kansas City's 100-odd bookmaking establishments.



A CLEANUP WAVE HITS KANSAS CITY

As they have for decades, gambling houses flourish in almost every city in America—sometimes in defiance of police but more often with political protection well paid for out of their fat profits. In the great cattle-grain-railroad-fun center of Kansas City, where the notorious Pendergast machine rules, they garner an estimated \$10,000,000 a year. That is an old story. New and sensational, however, are the pictures on these pages, recently "sneaked" in three of Kansas City's largest gambling houses. News is the fact that the Law has started to do something about Kansas City gambling.

Missouri's Governor Lloyd C. Stark, apple grower ("Stark's Delicious") turned politician, sounded off first. A Democrat, he broke with Democratic Boss Pendergast soon after taking office. Last month, pointing to gambling "carried on openly in defiance of law and without protest from any official heads of the city's government," he declared Kansas City corruption a "stench in the nostrils of decent citizens" and called on State Attorney General Roy L. McKittrick to make a sweeping investigation. On Jan. 10 the Attorney General, who has gubernatorial ambitions, declared that the investigation had taken on a "political complexion," washed his hands of it.

Meantime, however, a mild-mannered circuit judge named Allen C. Southern, member of Kansas City's anti-Pendergast Democratic faction, stepped into the picture. On Jan. 10 he ordered the county sheriff to raid two gambling houses, started a grand-jury investigation. "Gambling," he declared, "has become a major industry." On Jan. 23 Judge Southern was joined by Federal Judge Albert L. Reeves, co-instigator of the crusade that has sent scores of Pendergast heelers to jail for election frauds. He charged a Federal grand jury to go after the higher-ups in the gambling racket, named one Charles Carrola, an alien Italian, as the "big man" who collects "protection money" from Kansas City gambling houses.

With all of the city's gambling houses shut tight in fear, over 2,000 bookmakers, dice throwers, stick men, dealers, and other employees last week talked gloomily of going on Relief "until the heat's off."

A poker game in the giant card room of the Baltimore Recreation part of the outfit of which **The Turf** is the bookmaking department.



FORTUNE

HOURS

Mattinee - 1:30 to 5:30

Evenings - 7:30 to 11 PM

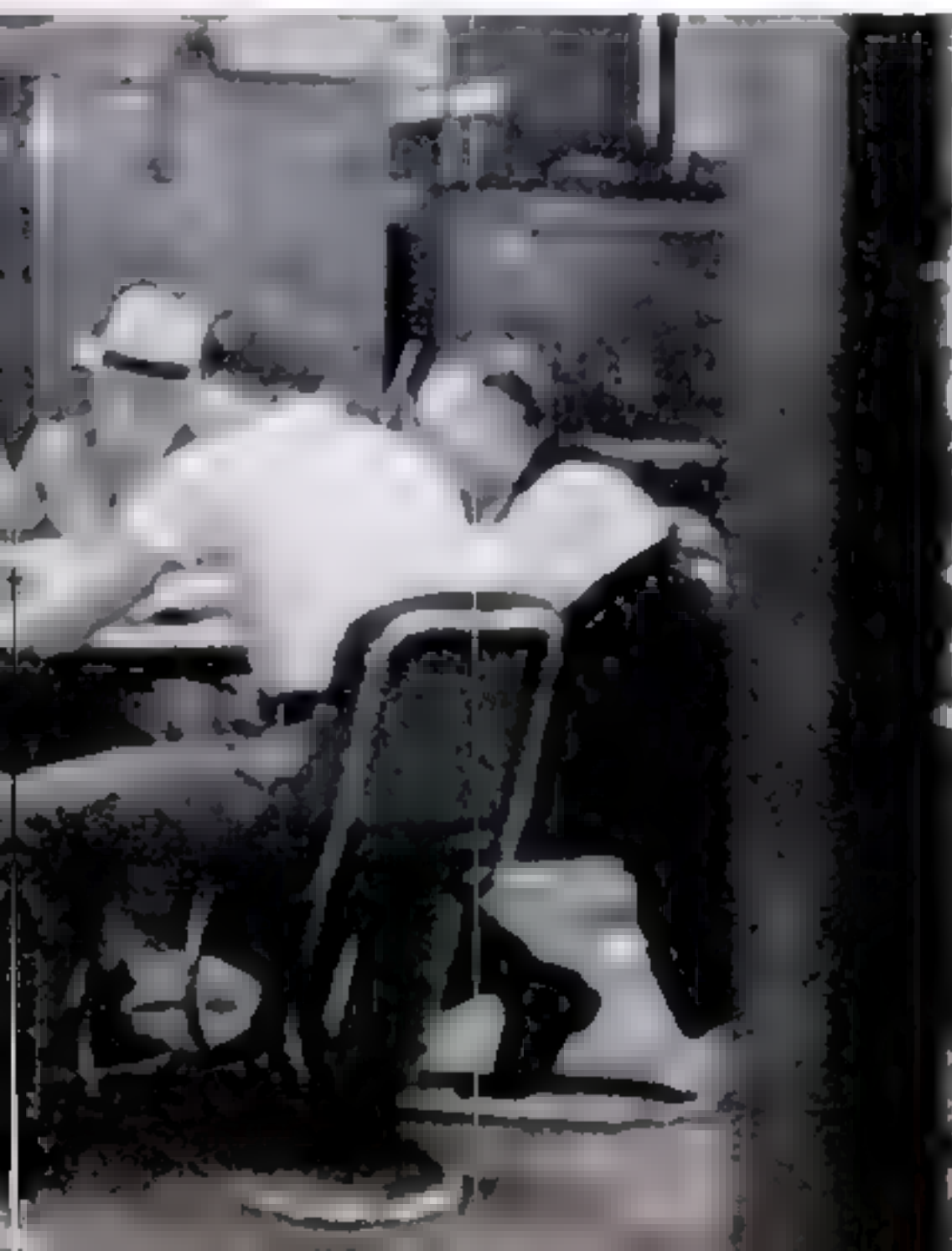
ADMISSION

5¢

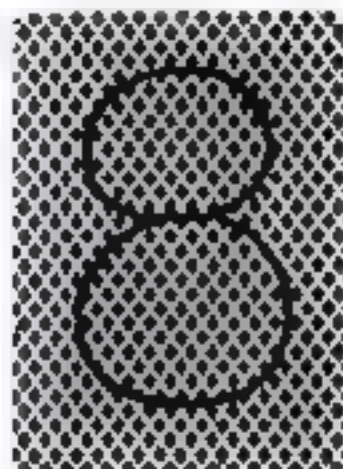
It has an entrance on rowdy Twelfth Street. Also boasts a craps table room and betting counter for football and baseball games.

A passer-by reads the sheriff's notice shutting down Fortune and unofficially closing up all other gambling houses.

Below: a blackjack game in the Baltimore Recreation. The gross "take" here is said to have been \$1,000,000 a year.



CONTINUED ON NEXT PAGE



LUMINOUS READERS

LUMINOUS Readers originated and introduced by us have been successfully used in all parts of the country. These cards do not bear any visible mark but when viewed with our Luminous View or our Luminous Glasses the work appears as plain as the figure 8 on the back of the cut pictured. Luminous Readers are supplied in any back, red cards only, and with stand the first inspection. One pair of Luminous Glasses or a Luminous View free with orders for six or more decks of Luminous Readers.

No. 688 Luminous Readers any back
Six Decks \$2.56

Sample Deck \$ 1.25
Per Dozen 14.00

SLICK ACE CARDS



This is an old racket but still gets wonderful results. These cards are prepared by a special process which makes it possible to cut to an ace every time. Our new method of preparing this work is much superior to the old style liquid, and allows the cards to cut much easier, neither does it change their appearance or leave them with a sticky feeling. When preferred, we also make this work to cut to any other card you desire.

No. 634 Slick Ace Cards, any

back

Six Decks \$5.75

Sample Deck \$ 1.00

Per Dozen 10.50

CARDS WILL ALWAYS CUT AT WAKED ACE, LEAVING IT ON TOP OF THE PACK. IN ANY GAME, BROOK WITH ACE IN HOLE DEMANDS FRESH CUT BEFORE FINAL DEAL.

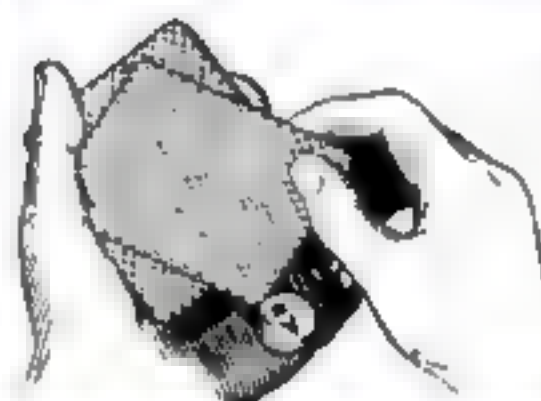
ARM PRESSURE HOLDOUT

It is the smallest and lightest holdout ever offered. It is made of aluminum, brass and steel. Very smooth in action and trouble proof. Adjusted to the forearm and is operated by merely pressing the arm against the body which brings the revolver into your hand. The receiver works on a Jacobs ladder and there is nothing to get out of order.

No. 483 Arm Pressure Holdout with full instructions

Each \$50.00

REGULATION SHINERS



With our Detachable Shiner and Palm Shiner are made of the highest quality French Mirror glass fitted with special back for protection. Detachable Shiner is fitted with special clip for attaching to your ring. Our Palm Shiner is made extra thin with flat back for attaching to your hand. Both are the most practical manufactured.

No. 491 Detachable Shiner with Ring Clip

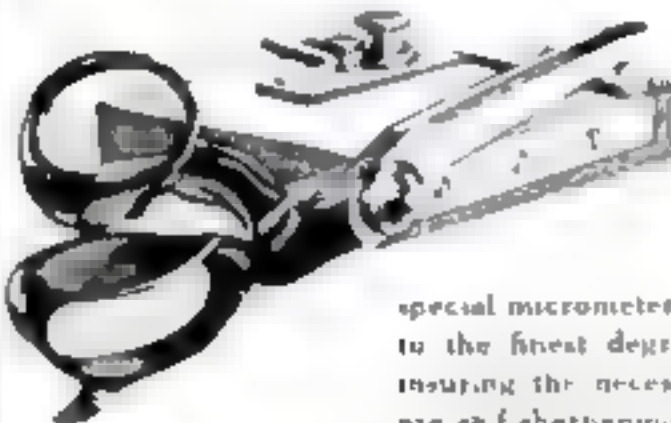
Each \$2.00

No. 492 Palm Shiner with adhesive

for attaching

Each 2.00

CARD TRIMMING SHEARS



With our Card Trimming Shears it is very easy to make your own strippers, high and low, banker and broker, sorta, etc. Double the life of your cards by keeping them in shape. We guarantee our Card Trimming Shears to be as accurate as this type tool can be made. Each shear is equipped with a special micrometer adjustment, which permits gauging all work to the finest degree required by particular men, and always insuring the necessary accurate reproduction of work. Shears are set for sharpening and so constructed that there is nothing to get out of order.

No. 5-1 Card Trimming Shears

Each \$65.00

CHIVE OR TRICK KNIFE



Every cross reader should have one of our Chives for those special occasions. This knife is made with two secret locks and is faster than the old style Chive. Easy to operate with our instructions. A natural looking pocket knife that will stand up under hard use.

No. 902 Chive with instructions

Each \$10.00

HUMIDOR COUNTER MAGNET

THE illustration shows the outfit as you receive it and to operate the humidor, it is supplied with chains at each end, which allow it to hang in full view of customers in the cigar case. The batteries are concealed in any convenient location. Connections between batteries and humidor cannot be seen when installed according to simple instructions that accompany each order. A space eight inches square at each end is under the operator's control. In appearance this magnet resembles any ordinary cigar counter humidor.

No. 622 Humidor Counter Magnet, with switch, 4 Hot Shots, 30 feet of connecting wire, instructions and 5 White Dice, Complete

\$50.00



TRANSPARENT MAGNET DICE



Perfect Transparent Magnet Dice, made to show top and bottom numbers, positive in action over our Giant Magnet are supplied in $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ inch sizes, any color. These dice caliper perfect and the spots are shallow having the same appearance as our Perfect Trued Up Transparent Dice. Made to show Ace-Six, Five-Deuce and Four-Trey. When ordering specify combination desired.

No. 616 Transparent Magnet Dice

Per Pair \$10.00

IMPROVED MAGNET DICE

Improved Magnet Dice are made white or transparent to show two or three numbers (one number is neither positive nor practical) such as Ace-Deuce, Deuce-Six, Ace-Deuce-Trey, etc., where two adjoining sides or three sides with a common corner are designed to show. These dice caliper perfect, spots are shallow, matching Perfect Trued Up Dice, and natural in action. Made in $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ inch size, white or any color transparent. Specify combination, size and color desired when ordering. Positive results when used with our Giant Magnet described on Page 33.

No. 355 Improved Magnet Dice, white or any color transparent

Per Pair \$16.00

A deposit of one-half must accompany all orders for the above work

EVEN SMALLTIME PUBLIC GAMBLING IS USUALLY CROOKED. HERE IS MAGNET THAT

WINS WINNING NUMBERS WITHOUT THE GAMES OF FORTUNE OR THE FORTUNE OF THE FORTUNE

ALL GOLD BARGAIN BOARD

The Fastest Selling Board Made

WE FURNISH THE SECRET KEY TO WINNING NUMBERS

A 1500 HOLE combination board taking in \$225.00. The board pays out a total of \$110.00 and for your protection we furnish key to 15 of the highest cash prizes amounting to \$90.00.

There are 500 tickets in each panel and the customer spends 5c. to punch in the blue panel and receives one number on a ticket. He spends 15c. to punch in the red panel getting one ticket with 7 numbers on it, or he spends 25c. for one punch in the white panel getting 15 numbers on one ticket, which is the biggest bargain on the board.



A Red Hot Seller—A Money Maker

ORDER NOW

No. 695 All Gold Bargain Board, 1500 hole

Each \$8.00

Board Taken in Cash	Board Paid in Cash	Suggested Price to Be Sold to Dealer	How Each Ticket Are Paid	Dealer's Profit	Your Profit	Cost of Board to You
\$225.00	\$118.00	\$3.15	3 \$10.00	\$117.85	\$85.15	\$8.00
			12 5.00			
			6 2.50			

CONTINUED ON NEXT PAGE

Discount of 15% on orders totalling \$100.00 or more.
A deposit of one-fourth must accompany orders for large boards.

AMERICA GAMBLES (continued)



"MECHANIC" IS CARD MANIPULATOR. BEWARE DEALER WHO HOLDS CARDS THUS

BOTTOM-DEAL



Dealing from the bottom gives the dealer a good bottom card or opponents poor ones while he saves the good top card for himself. 1) Left thumb pushes top card out as cover while sec-

"MAGIC-EYE" CAMERA EXPOSES MYSTERIES OF CARD-CHEATING

The penalty for getting caught cheating in a gambling house is black-listing and possibly a beating. For getting caught in a private club or home, it is disgrace and ostracism. To avoid risk, able sharpers are coming to depend less & less on cheating devices like those shown on previous pages, more & more on their own skill with honest cards. In bridge, many now depend entirely on a photographic memory and subtle signals to a confederate.

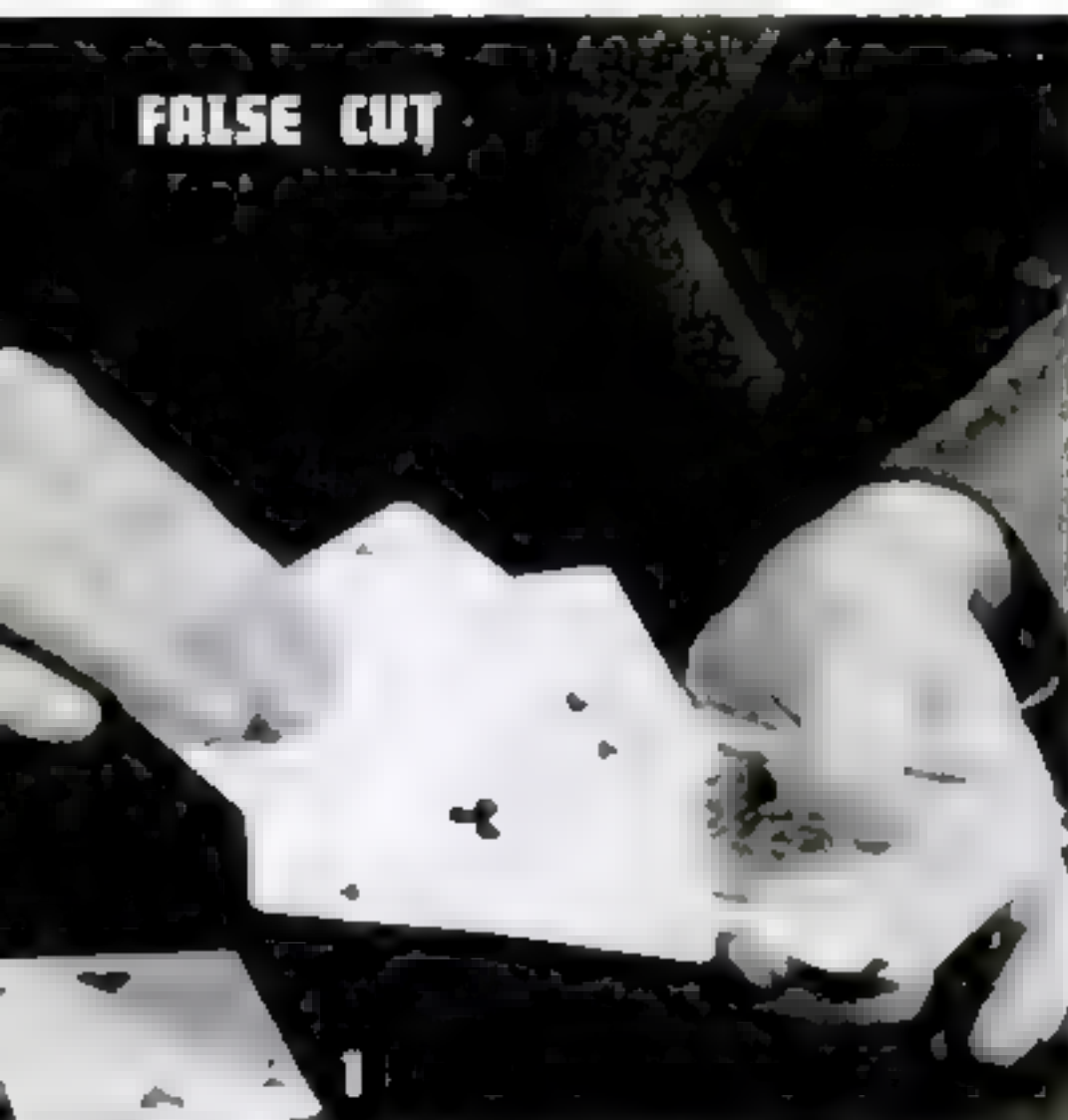
The slender, supple hands in these pictures belong to Michael ("Mickey") MacDougall, a "card detective" whose adventures in exposing crooked gamblers are currently appearing in *Cosmopolitan* and will be expanded in a book, *Gamblers Don't Gamble*, to be published Feb. 23 by the Greystone Press. To help explain some of the cardsharp's commonest and most useful manipulations, *LIFE* got Mr. MacDougall to demonstrate them before its "magic-eye" camera. He performed at full speed, each of the operations at right taking about 1/10th of a second. But, as a gambler never would do in actual play, he held his hands up to show what his fingers were doing. Says Detective MacDougall: "Just two or three good sleights that he's perfected will see any gambler through. A fast second-deal may take years to perfect, but, once you've got it, it's a good living."

SECOND-DEAL



Dealing second card from top has same general purpose as bottom-dealing. Here demonstrator has turned top card face up to show what happens. 1) Left thumb pushes top card out to ex-

FALSE CUT



Four Aces (or other desired cards) are culled and palmed, and 1) placed on top of deck. 2) A value-



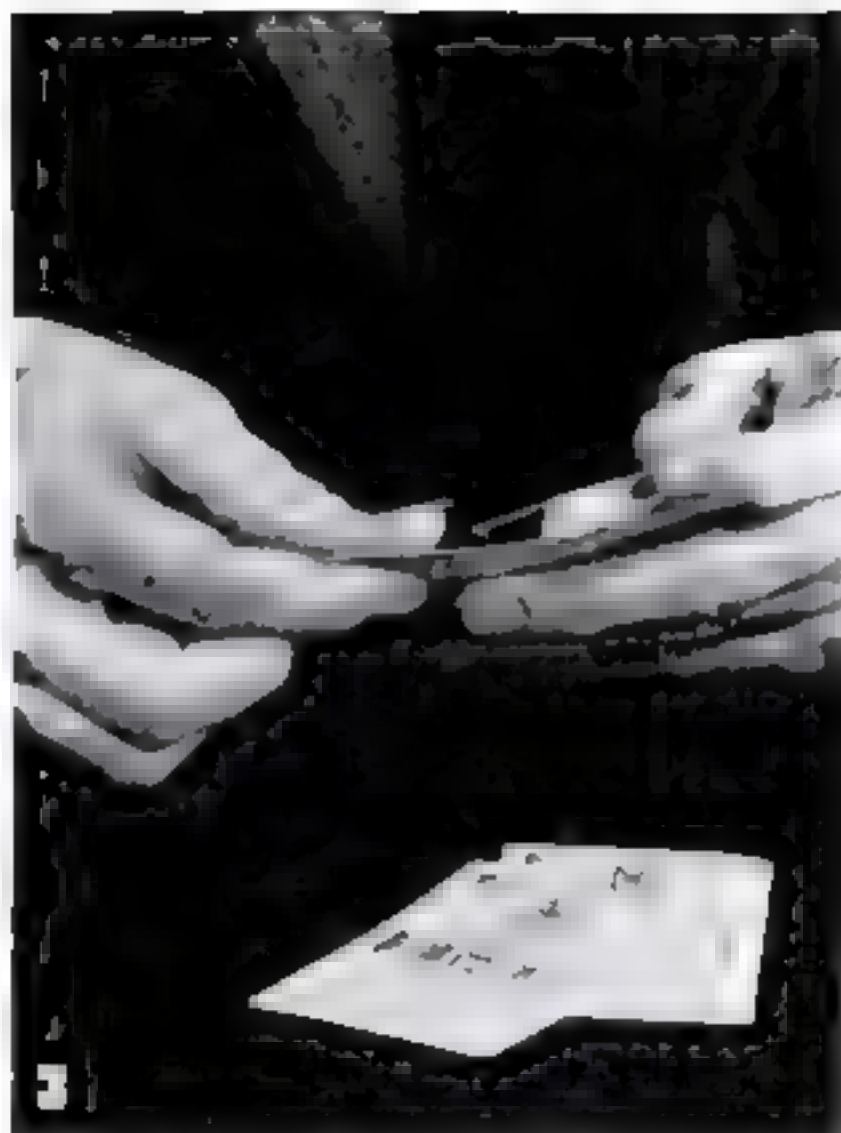
less small card (here turned face up for demonstration) is then placed atop Aces. 3) Cutter appears to be drawing out bottom half of deck.



Actually, under cover of top card, he is drawing out top half. 4) Cover card is buried in the pack as 5) top half is replaced on top



2) Second finger pushes out bottom card. Some cardsharps have second finger amputated at the first joint to hide possible



knuckle-flash in this motion. 3) Right thumb strikes top card naturally while first finger pulls out bottom



one. 4) Right thumb and first finger grasp bottom card as left thumb begins pulling back top one. 4) Left thumb has pulled the top card back in place.



pose edge of second card. Design on back of second card must not show. 2) Right thumb strikes edge of second card with cross-



wise motion and resulting friction draws it from pack. Sharper often puts special preparation on right thumb to



give better pull. 3) Right thumb and first finger draw card out as left thumb begins pulling top card back and 4) completes the job.



and 4) four aces are right back where they started. Prerequisite for use of all manipulations on these pages is that sharper must



be able to recognize cards (by marking, mirror, etc.), or must know their position in pack by having peeked, memorized or by having



stacked the deck. Successful card manipulations are virtually impossible with new cellulose cards.

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AMERICA GAMBLES (continued)

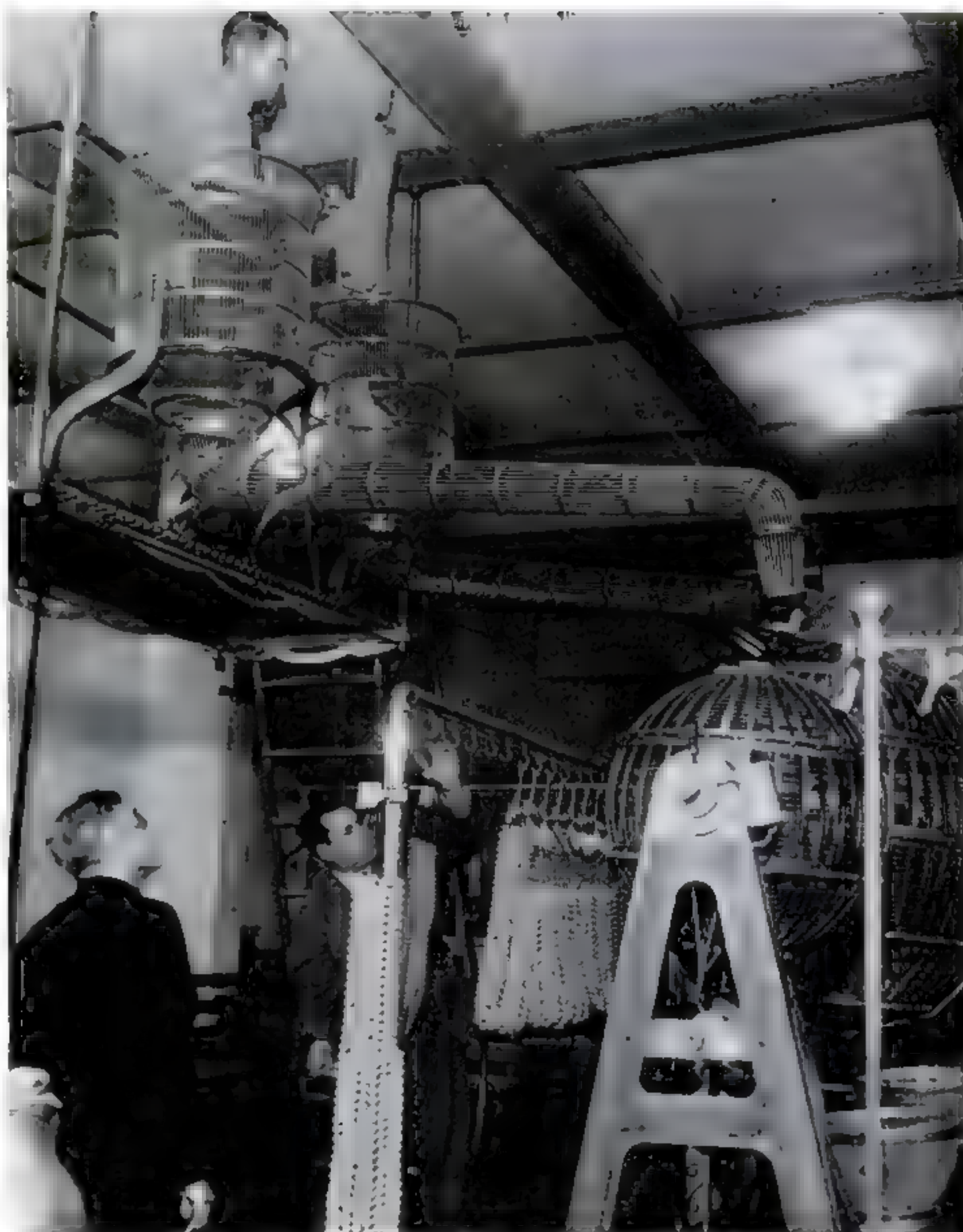
PUERTO RICO HAS A LEGAL LOTTERY

Few citizens are aware that a government-sponsored, government-operated lottery flourishes under the American flag. When the U. S. took it over in 1898, Puerto Rico's public lotteries were promptly abolished. Result: the island was flooded with counterfeit tickets in foreign lotteries, infested with crooked policy-game operators. To counteract these, as well as to raise funds for badly-needed public health measures, the Puerto Rican legislature in 1934 established a government lottery. Since Federal law forbids use of the mails for distributing lottery tickets and news, agents were hired for this purpose.

Tickets for ordinary drawings, held approximately every ten days with 125 prizes ranging from \$20 to \$15,000, cost \$6 apiece. Special drawings, for which tickets cost \$15, are held on Christmas and July 4 with prizes ranging up to \$75,000. Tickets may be split into 20 parts, permitting 30¢ bets. Policy operators have been nearly wiped out.

In less than five years Puerto Ricans have bought nearly \$12,000,000 worth of tickets. Over half has gone back to them in prizes. From the profits, after deducting agents' commissions and operating expenses, \$1,500,000 has gone to combating the island's scourge, tuberculosis; \$730,000 to municipal health work; \$375,000 for public hospitals.

Americans now send some \$20,000,000 per year to Ireland for Irish Sweepstakes tickets, pour countless millions more into the pockets of racketeers and corrupt politicians for counterfeit lottery tickets and for slips in the policy games which flourish in virtually every sizable city. As he watches the national debt mount billion by billion, and wonders how Federal borrowings will ever be repaid without grinding taxation, many a sobersided citizen stoutly believes that America's lottery millions should be pouring instead into the U. S. Treasury through a national lottery. Such "voluntary taxation" would also give the honest sucker what he rarely if ever gets in public gambling today—an honest break.



Ticket numbers, inscribed on pellets, are mixed in an elaborate contrivance of cages and funnels. The winning num-

bers drop out mechanically. With strict government supervision, there has been no sign of fraud in the lottery.



State Senator Phelps Phelps of New York inspected Puerto Rican lottery (above), now pushes bill for State lottery.



Director of the lottery is H. L. Cochran, formerly of the American Colonial Bank. He has 47 full-time employees,

238 ticket-selling agents who get 15% commission. Here he examines number balls as arranged for public inspection.



ROULETTE IN TONOPAH, NEV.: "SHE SINGS DEFIANCE AT THE GIDDY WHEEL OF FORTUNE"

SPORTS



BLOWING AIR BUBBLES, MARY SHEPHERD POSES UNDER WATER

IN THE CLEAR WATER OF A FLORIDA POOL A CHAMPION SWIMMER IS SEEN IN ACTION

At Silver Springs, Fla., photographers like to climb into diving bells, sink slowly through clear, warm water, take pictures through the window of wriggling fish, underwater weeds and pretty girls in bathing suits. Last week LIFE Photographer Eliot Elisberg was at Silver Springs. Spotting Champion Swimmer Mary Shepherd on the beach, he asked her to swim slowly back and forth in front of his camera—demonstrate how she does the butterfly breast stroke and the crawl.

Mary Shepherd is not only a swimmer but also a dancer and an actress. Born in Tampa she was for two years, as a pretty high school girl, the backstroke champion of Florida. In 1935 she placed second in the National Outdoor Medley Relay. Now a professional swimmer at Silver Springs, she practices underwater swimming two hours every day, loves to have her picture taken. In off seasons she is a dancing instructor at Miami.

Most swimming pictures, taken from above, show merely a big splash and a long trail of gurgling water. Sometimes the swimmer is not even visible. The pictures on these pages, however, reveal the beautiful grace and rhythm of a champion swimmer. But they also show that even a champion makes mistakes. In some of the pictures below, Mary drags one leg, and in the crawl, shown on the next page, she sinks her shoulder too far

How to do the butterfly breast stroke



FROM THE REAR: BEGINNING A FROGLIKE KICK, LEGS ARE DRAWN FORWARD



ARMS ARE PULLED FROM WATER SHOT FORWARD FAST THROUGH THE AIR



LEGS DRIVE OUT AND DOWNWARD, ALWAYS KEEPING SYMMETRICAL DESIGN



ARMS DRIVE DOWNWARD, CATCH WATER HARD. THE RIGHT LEG IS TOO LOW



BOTH KNEES AND TOES STRAIGHTEN OUT. HERE LEGS ARE TOO FAR APART



ARMS ARE DRAWN BACK UNDER BODY, SHOOTING THE SWIMMER AHEAD FAST



MARY SHEPHERD'S LEG MUSCLES ARE SOFT AND LOOSE, LIKE ALL GOOD SWIMMERS. FOR A GOOD FLUTTER KICK, SHE BENDS KNEES SLIGHTLY, APPLIES POWER FROM HIPS

How to do the American crawl



BODY ROLLS TO THE LEFT AS THE RIGHT ARM SHOOTS OUT OF WATER



A BREATH IS TAKEN WHILE THE LEFT ARM PULLS FAST THROUGH WATER



ON A LEFT ARM STROKE, RIGHT SHOULDER HAS HERE DIPPED TOO FAR



STROKE IS COMPLETED WITH RIGHT ARM PULLING HARD TO GIVE POWER



VANDENBERG'S FACE: "A FINE ROMAN BROW WITH A LATE GREEN MOUTH AND JAW"



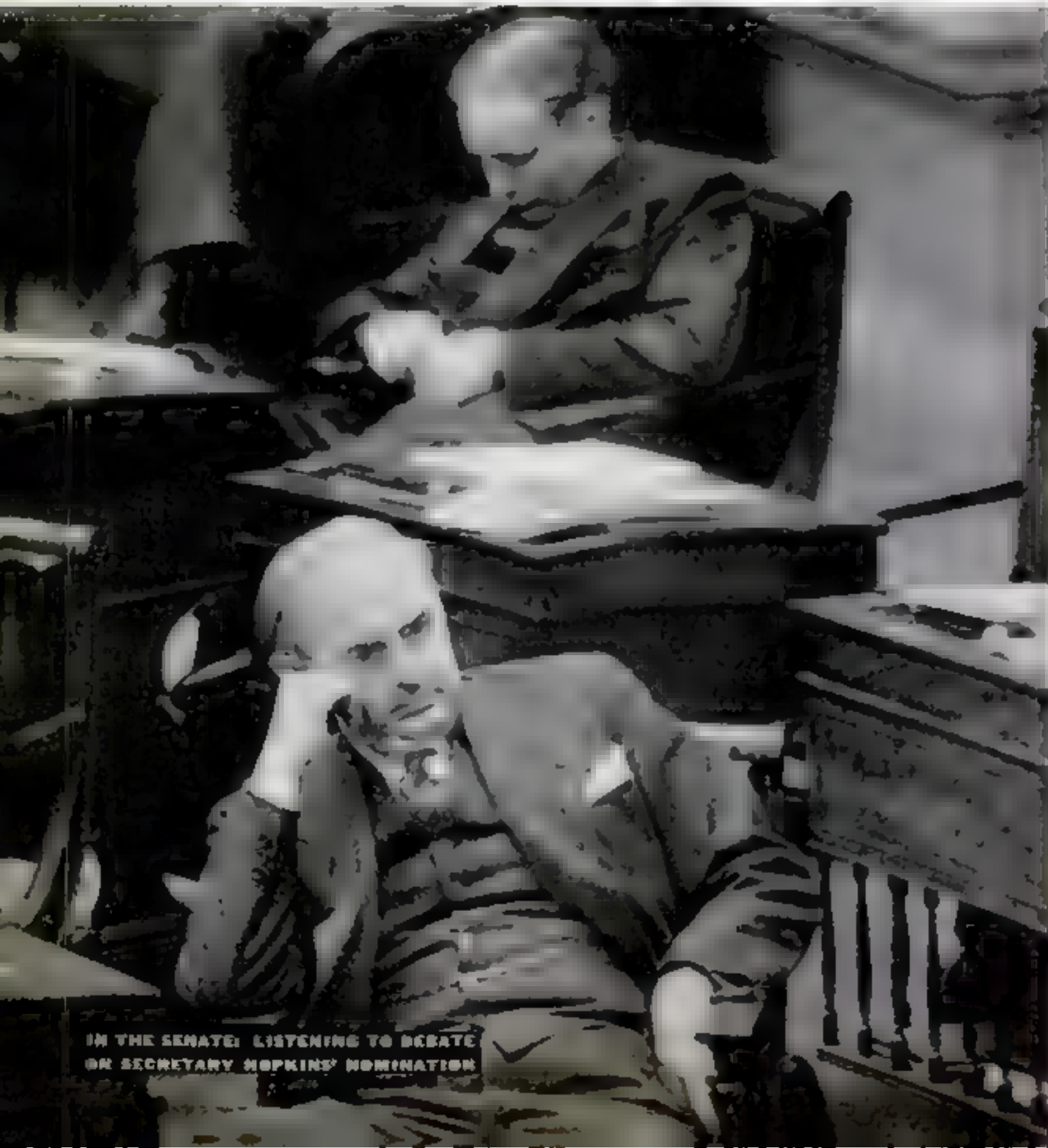
AT HOME: CUTTING OUT CLIPPINGS FOR HIS WIFE TO PASTE IN HER SCRAPBOOK



HIS OFFICE: A CAMPAIGN PORTRAIT AND A SECRETARY



HIS PLATFORM MANNER: FLORID BUT EFFECTIVE



IN THE SENATE: LISTENING TO DEBATE ON SECRETARY HOPKINS' NOMINATION



SPEECH WRITING: HE FINDS WORDS IN DICTIONARY (RIGHT), QUOTATIONS IN BIBLE (LEFT)



INTERVIEW: ANSWERING REPORTERS IN THE PRESIDENT'S ROOM OF THE SENATE



IN CONFERENCE: ENTERING A MEETING OF COMMITTEE ON FOREIGN RELATIONS

NATURE'S SENATOR

In the G. O. P. race for President, Vandenberg of Michigan is an early starter who won't start

by JOSEPH ALSOP AND ROBERT KINTNER

Since last election day, the value of the Republican nomination in 1940 has handsomely increased. In the race for that prize, an early starter would have an excellent chance. And about the only entrant in a position to start early is Senator Arthur Hendrick Vandenberg of Michigan. The dank odor of defeat still clings too strongly to Herbert Hoover and the elder statesmen. Among the new recruits the best, Robert Alphonso Taft of Ohio and Thomas E. Dewey of New York, still need building up. The most strategically placed, Governor Arthur James of Pennsylvania, has Moses L. Annenberg and other big business backers hanging round his neck like a collar of albatrosses.

But Vandenberg is an early starter who refuses to start. In the Senate lobbies, when his compeers jocosely greet him as "our next President," his answer is to strike a splendid, mock-serious pose of renunciation, and announce in ringing tones, "I wouldn't have it on a silver platter." This behavior, which he frankly enjoys, might be discounted as the ordinary posturing of a public man if it were not that he has actively discouraged volunteer backers. Ambitious local politicians, looking for a band wagon, often write for permission to start Vandenberg-for-President clubs in their States. He throws cold water on them all. Recently two or three respectable Republican potentates also intimated they'd like to get behind his candidacy. His answer to them was the same as to the men in the Senate lobbies. Being cynics, they doubted his sincerity, and he had to refuse one sardonic fellow about every 15 minutes throughout a long night of talk. At length, as he rose to go, the potentate remarked:

"Well, Arthur, out in my part of the country, we let a man say he doesn't want to be sheriff nine times, because we just think he's trying to make himself big. But the tenth time, we believe him."

And so since office rarely seeks the man, Vandenberg's chance at the Presidency is rapidly slipping away. To be sure, it was never better than a fair chance, the uncertainties of politics being what they are. Yet his refusal to gamble on it is unprecedented, and only to be explained in terms of a surprising sense of his own destiny. Nature has her Senators, as well as Noblemen, and Arthur Vandenberg is one of them. An ectoplasmic toga seems to shroud him, even at the beach. He is the victim of a sort of cosmic type-casting, against which he is probably wise not to struggle.

He is an excellent Senator. Few of his colleagues work harder, examine legislation more carefully, or are more constant in attendance in committee or on the floor. When he tackles a subject, he does a thorough job, consulting every important authority and writing all interested parties for advice. And while he gives ample time to the folks back home, he has a way of picking out national problems and getting something sensible done about them. As a mere freshman he flouted the complacent Senate leadership, to force through the first law providing for reasonable, regular Congressional reapportionment. In spite of the howls of Republican bankers, he was an early and effective fighter for Federal bank-deposit insurance. He led in the famous munitions inquiry. Almost singlehanded, he saved the Treasury \$250,000,000 which the President mysteriously longed to spend on the Florida Ship Canal and Passamaquoddy Tidal Power Project.

Considering that his best work has been done while in the minority, his record is remarkable. Meanwhile, frequent appearances as the Rupert of Republican debate always ready to engage in verbal combat with the New Deal, have made him his party's most conspicuous Senator. Tourists at the Capitol always want to be shown Senator Vandenberg.

He is an exceedingly satisfactory showpiece. The tall, chesty figure, encased in an expensive double-breasted suit; the broad, high

CONTINUED ON NEXT PAGE

WHAT! YOU'VE
NEVER HAD A
GUINNESS
WITH OYSTERS?



Try this famous combination!

THE dry, hearty flavour of Guinness just sets off the cool, smooth taste of oysters! To enjoy Guinness most, take a generous mouthful at a time and let it linger in your mouth a moment. Then you'll realize why more people drink Guinness than any other brew in the world!

If you've never had a Guinness—or if you have tried it only "Half and Half" with lighter brews—enjoy a Guinness, straight, with oysters today!

GUINNESS STOUT has been brewed in Dublin, Ireland, since 1759. It is made from barley malt, hops, yeast, County Kildare spring water—nothing else. It is matured over a year in oak vats and is bottled until consumed. Like draught beer, Guinness is not pasteurized. Nor is it filtered. It gives you all its natural goodness, including vitamins B and C.



GUINNESS

IS GOOD FOR YOU

Sole Distributors for U.S.A., W. A. Taylor & Company, 15 Laight Street, New York.
FREE: Story of Guinness since 1759, 66 pages, 44 pictures. Write American Representative, A. Guinness, Son & Co., Ltd., Dept. X-181, 501 Fifth Avenue, New York.
Copyright, 1936, A. E. Hobbs GD-181

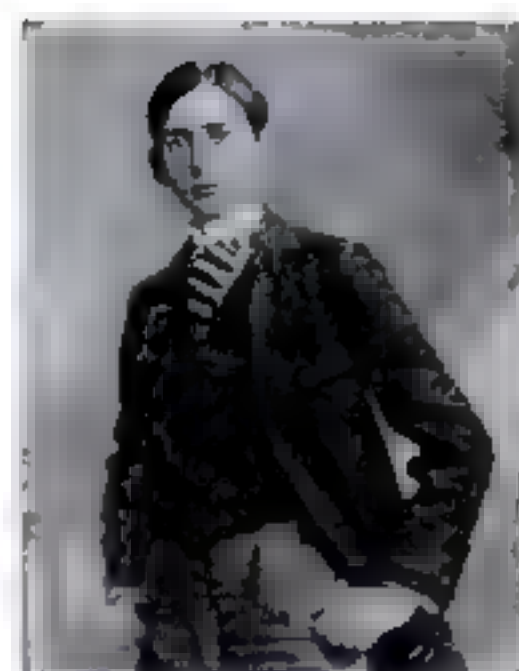
Nature's Senator (continued)



1 Arthur Vandenberg, 5, poses with lace collar and tricycle.



2 He was born in this modest two-family Grand Rapids house in 1884. His journalistic career began here as a 9-year-old newsboy.



3 At 14, he was a self-conscious schoolboy in a stiff collar.



4 On the Herald he rose from copy boy to editor in six years. Previously he lost a clerk's job for attending a political parade.



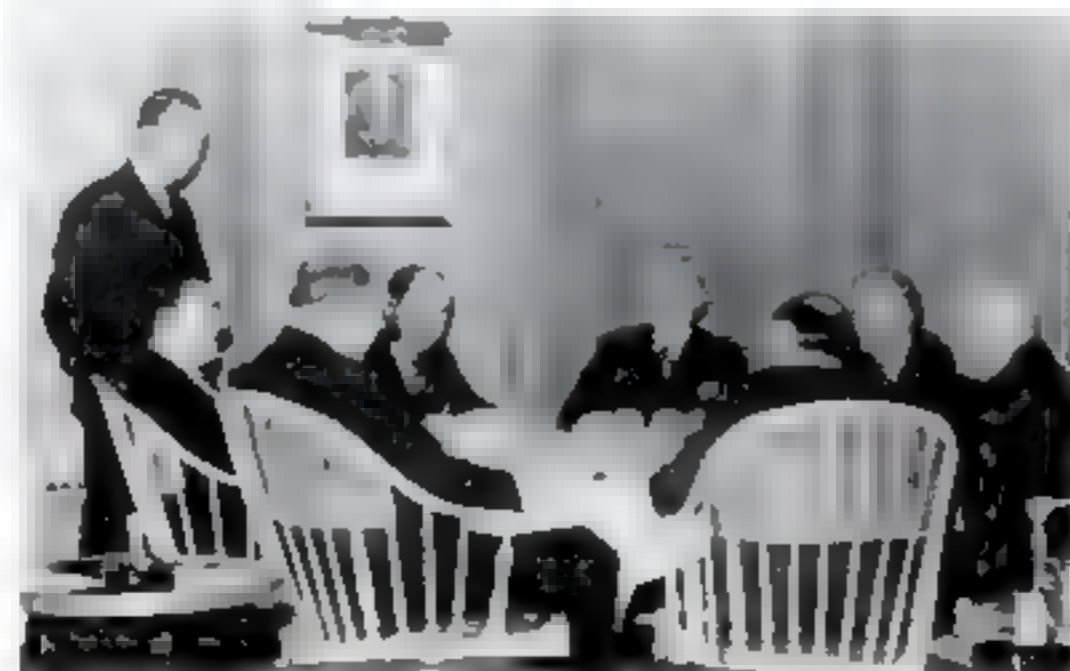
5 He built this home in 1906 for his first wife who died in 1917, leaving him with three children. In 1918 he married again.



6 He was appointed to the Senate in 1928, basked amid bouquets and publicity. He has enjoyed himself hugely ever since.



7 He gave a \$1,300 pulpit in memory of his mother in 1929 to the First Congregational Church where he went to Sunday School.



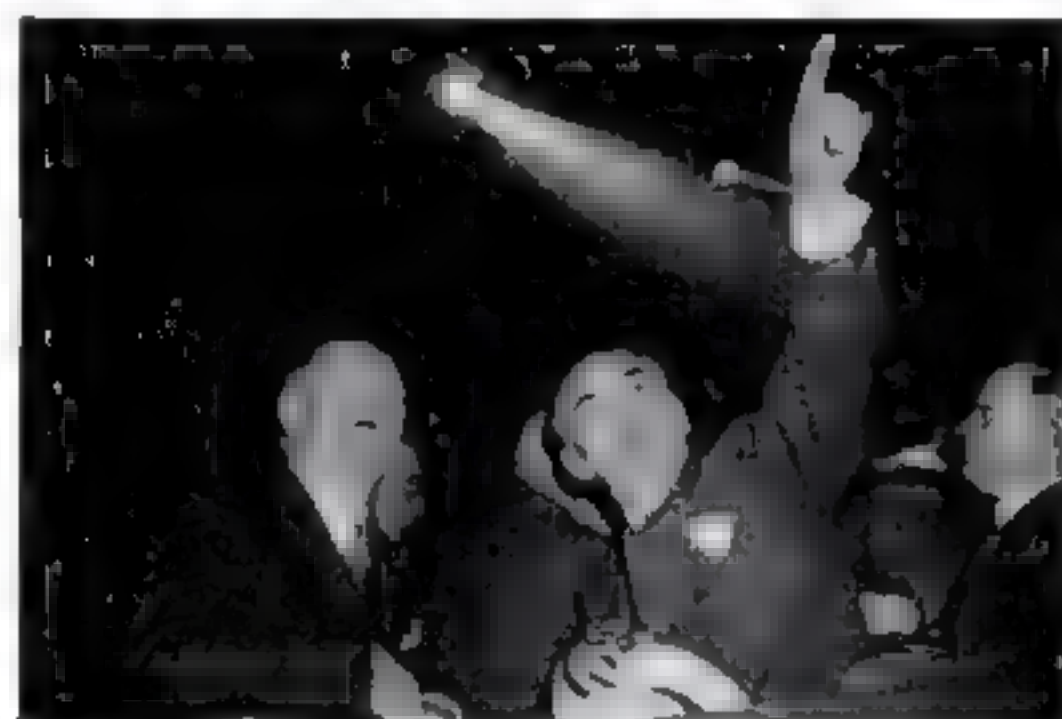
8 His favorite haunt at home is the Peninsular Club where his picture hangs. Here he is playing his favorite game of hearts.



9 \$120,000 was lost by Vandenberg when this bank, of which he was a director, failed to reopen after the 1933 bank holiday.



10 He is not a college graduate, but Union College gave him his third honorary degree last June. The degree was in Civil Law.



11 He and Frank Knox, once cubs together on the Herald, were Republican Vice-Presidential rivals in 1936. Knox got it.

forehead, merging imperceptibly into a baldspot covered by long, carefully trained gray locks; the large, brown eyes flashing through spectacles beneath decisive brows—all these contribute to the picture of the up-to-date tribune of the people. True, the lower face is softer and less heroic, somehow suggesting that a fine Roman head has been badly restored by the addition of late Greek mouth and jaws. But this minor disappointment is more than made up for by the imposing attitude, the firm, impressive gestures. Indeed, if Vandenberg has a fault, it is that he's a shade too Senatorial. This tendency to excess is best illustrated in his prose style.

The Vandenberg prose was at its most individual in *The Greatest American*, an early book about his private hero, Alexander Hamilton, in which occurs the classic phrase, "inconsequential to the fundaments of government." The Oxford dictionary defines "fundament" as "the lower part of the body, on which one sits; the buttocks," only giving "foundation" as an obsolete meaning. A misprint might be suspected, but as "mirific," "empyreal," "magicry" and "marcescent" all ornament the same work, one must conclude that "the fundaments of government" are an unfortunate incident of the search for the *mot juste*. Today, while the Vandenberg *mot juste* are much less startling, his self-expression is still distinctly florid. He is an effective orator, overemphatic for the radio, but admirable on the stump or Senate floor. Yet even when his facts speak for themselves, he is all too apt to describe them as "utterly challenging contemplations vividly confronting us with dynamic force." Such a description (it is compounded from Vandenberg's prime verbal favorites) may be the stuff to give the galleries. It strikes his less Ciceronian colleagues, however, as just a trifle pompous.

THE HARNESS-MAKER'S SON GOES TO WORK

The truth is that Vandenberg, being an impulsive fellow with an abundant ego and a strong sense of the dramatic, often cannot resist dramatizing himself. Indeed, it's hardly surprising that he should succumb to the temptation, for he is his own most considerable achievement. He cannot very well help knowing it and showing it.

With his ambition and abilities, all might have been easy for him if it had not been for the panic of 1893. He was 9 years old then, the son of Aaron Vandenberg, a central New Yorker of Dutch extraction who had moved to Michigan and started a harness shop in Grand Rapids. The shop was not too pretentious to omit the usual white horse at the door, but it turned out the smartest horse ware in the Midwest. Aaron Vandenberg, working at his bench, was making harness for the rich and sporting as far away as Cincinnati when the bad times of the Cleveland administration suddenly bankrupt him. He consoled himself by blaming the Democrats, and when he was dying a few years later, his last words to his son were, "My boy, I hope you'll always be a good Republican." In 1893, however, 9-year-old Arthur Vandenberg could think of politics only in his spare time. He had to work to help support his family. He started a push-cart delivery service, after school hours. Before long, being a sharp kid, he had arranged with a wholesale shoe house to deliver its wares to the freight depot, had hired other little boys as helpers, and was making \$2 or \$3 a day from his infant industry.

Though he was a youthful Horatio Alger hero, his adolescence was decidedly unpleasant. He was rather priggish, very self-conscious, intensely ambitious yet awkward, and consequently almost friendless. In towns the size of Grand Rapids in those days, rich and poor rubbed elbows freely. It was pretty bruising to the ego of a fellow like young Vandenberg, to see the sons of the furniture-manufacturing first families cutting a dash, while he had to scrimp and scrape. Such an experience commonly generates a desire to "show them," and so it did in young Vandenberg. He had a gift for schoolboy oratory. He was a passionate reader of the more patriotic history books. He had seen his world pay homage to the local Congressman, later Senator, William Alden Smith. These influences seem to have combined to give him a compelling wish-picture. He would be a statesman. He took Smith, who was a genial, tub-thumping, eagle-screaming lawmaker, for his particular model, and used to speechify in the Smith manner, with gestures and attitudes, before his mirror.

The early Vandenberg annals need not be prolonged. It's enough to say that he had an exceedingly hard time, struggling through high school, trying the University of Michigan but finding that he could not earn his way and keep up with his classes, and finally settling down as a cub reporter on the Grand Rapids *Herald*. He joined the *Herald* staff the same day as another promising young fellow, Frank Knox, who was also to have some success in the world. Then, however, Vandenberg was the luckier of the two. The *Herald* made him its city-hall and political man, and his labors threw him with his model, William Alden Smith, who took a liking to

"Here's the delicious way to Renewed Pep!"

SAYS MR. T. POTT

(less than ½ a cup)



"Since my wife started serving tea with meals I've been feeling like a million. My work goes faster and I've plenty of pep left for an evening of fun!"

"Same here. I drink lots of good hot vitalizing tea at home and when I'm out. It's an ideal brewer, and it's got real satisfying taste too. I've been sleeping a lot better, too, since I turned to tea."



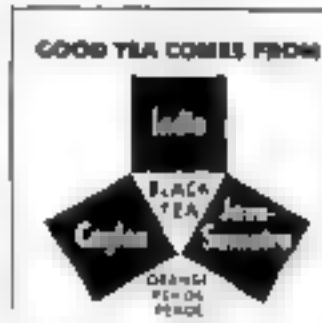
Take a Tip from Folks in STRENUOUS SPORTS!

MARY JANE HALSTED, champion figure-skater, performs with seemingly effortless grace. But don't be deceived. Figure-skating takes plenty of energy. That's why Miss Halsted praises tea. "Tea is a real part of my training," she says. "After hours of skating, a few cups of delicious tea boost my pep from head to toe. Yet tea is non-fattening — and it lets me sleep! Most skaters I know drink tea for its stimulation."



It's as easy as A-B-C to get a really good cup of tea

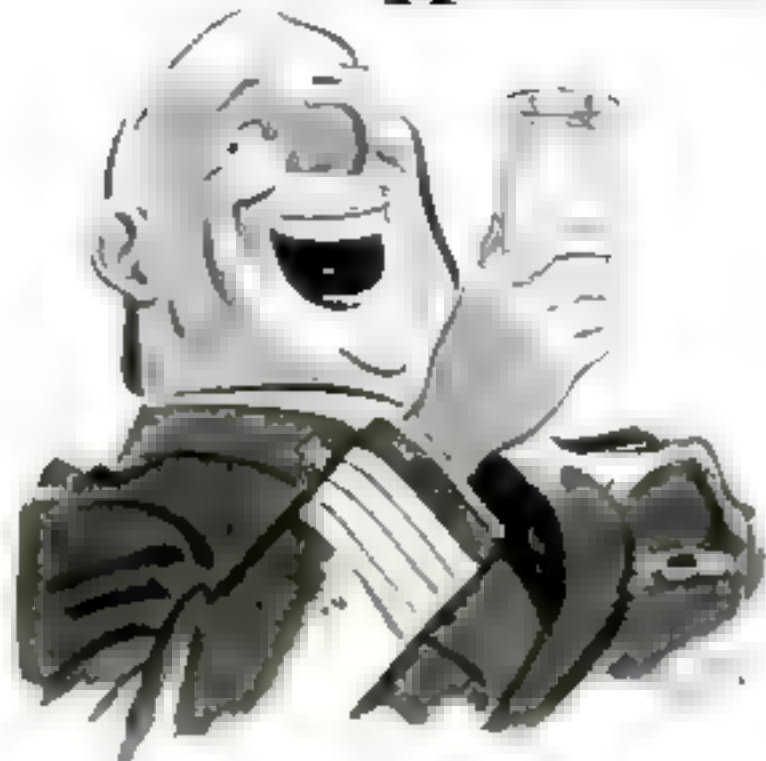
A. Always use bubbling boiling water and pour it on the TEA. B. Use 1 teaspoonful per cup, plus one for the pot. C. Steep to any strength you prefer. (Most people who use cream or milk choose a 5-minute brew.)



These good black teas are especially suited to the American taste. For economy and full enjoyment, buy quality tea.

TEA PEPS YOU UP!

"Tremendous" said Captain Tippleswitch



There's nothing narrow about the Captain.

Nothing vacillating, either. What he likes, he likes. And says so. And drinks. Tall, polar-cold glasses awash to the gunnels with Del Monte Pineapple Juice.

And no wonder either! Sea dogs and landlubbers (all shapes and sizes) go for Del Monte Pineapple Juice in a big way. (So do maids and matrons, in and out of uniform.)



For it has such a vivid, vigorous flavor. Dashing. Zesty. Just tart enough. All because it's the pure, natural juice of fine big sun-ripened "pines." Packed fresh and fragrant from tropical fields. Packed quickly.

Serve Del Monte Pineapple Juice just once—and chances are you'll serve it at every point of the mealtime compass. Breakfast, lunch, before dinner, any time. At one bell or eight bells, Del Monte Pineapple Juice means enjoyment—full speed ahead!



It's
Del Monte
Pineapple
Juice

Nature's Senator (continued)

him. In 1906 Smith bought the *Herald*. The evening the sale was completed, he walked into the *Herald* city room, marched up to Vandenberg, and remarked, "Young man, you're the editor and publisher of this paper." That was the Vandenberg turning point. Before Smith's caprice, Vandenberg had tried his hand at short-story writing, burgeoned into poetry, and sometimes thought of leaving home to become a literary man. After it, at 22, he knew the way he would go. He would stay in Grand Rapids, and "show them" there.

It did not take him long. The *Herald* prospered mightily under his energetic management. Meanwhile, he was the next best thing to a statesman. He was an editorial writer, able to make the citizenry read and marvel at the wonders of his prose. Before long he was a big man in his community, sitting on the Grand Rapids Charter Commission, joining the Republican State Central Committee, exhibiting his oratorical talents on all sorts of political and patriotic occasions.

The Vandenberg reputation required but one thing to round it out. That was added in 1921, when he published *The Greatest American*.

He had admired Hamilton and read *The Federalist* since his boyhood, and his book's object was to prove Hamilton worthy of its title. Nowadays, it is something of a literary curiosity, with its amazing style, its rather naive purpose, and its flatulent preface by President Harding, who had, like Vandenberg, been an editor-in-chief too young. But it impressed the Michigan Republicans. Their wonderment at the scholar-editor was only increased when he followed up with two more volumes, *If Hamilton Were Here Today*, in which he made his hero reprobate all sorts of modern phenomena, from La Follette Progressivism to a numerous House of Representatives, and *The Trail of a Tradition*, a short but opulent history of American foreign policy, with a strong isolationist slant. Author, editor, orator, politician—in those not too critical days Vandenberg, seen through home-town eyes, looked slightly larger than life size. The inevitable occurred in 1928. Old Senator Woodbridge N. Ferris died. Vandenberg admirers in the Michigan Republican organization, in which he had always been active, forced Governor Fred W. Green to appoint Vandenberg to the vacancy. A few months later, his title was confirmed in the Hoover landslide election. He was a Senator at last.

When he took his seat he experienced something very like an apotheosis. His paper had been the first to support Charles G. Dawes's Presidential ambitions. The grateful Vice President broke all traditions by handing him the gavel on his first day in office. Vandenberg was a pretty inflated fellow when he stepped down from the rostrum. His colleagues, in deference to his swelling chest and swelling manner, promptly nicknamed him "the pouter pigeon." He took his place proudly among those statesmen of the new era, most of them business far cats floated into the Senate on the tide of prosperity. But he has changed, and for the better since that day when he presided over the Senate, eleven years ago.

HE LOSES SOME STUFFING FROM HIS SHIRT

Fortunately the advent of Roosevelt reawakened a few healthy uncertainties in Vandenberg. He just squeaked through the election of 1934 with the help of a high-sounding endorsement of New Deal "principles" and a savage internecine quarrel among Michigan Democrats. He was about the only important Republican to win that year, and besides removing some of the stuffing from his shirt, his re-election made him a party hero. He began to be mentioned for the Presidency, and whenever he opened his mouth, he was reported *in extenso*. Responding to these agreeable stimuli, he took a larger part, speaking more often, attacking the Administration in a far more slashing manner. Thus the final details of his schoolboy wish-picture were richly painted in. After only one term in the Senate, he was an outstanding national figure.

He still is, but even now it's hard to tell how much of him is real, and how much is living up to his wish-picture. Probably Vandenberg should be divided into manner and matter, for his seriousness, his industry and his ability are unquestionably real. The ultra-Senatorial manner remains. And even that has its advantages, both because it confers authority on his pronouncements, and because he cannot maintain it and indulge in the petty jobberies and shuffling compromises by which most politicians keep themselves in office. To be sure, having been formed in the booming decade of the 1920's, he is still a businessman's statesman, liable to odd

LIFE'S PICTURES



Wallace W. Kirkland, who ordinarily works out of Chicago for LIFE, went to Lima to cover the recent Pan American Conference. On his way home he arrived at the Panama Canal a little before the U. S. Fleet on its way to the Caribbean maneuvers. He took the pictures of the Fleet passing through the Canal, which appeared in last week's LIFE, and of the sailors on shore leave, which appear on pages 62-65 of this issue. Like other observers, Kirkland was chiefly impressed by the good behavior of the sailors ashore. A former Y.M.C.A. secretary himself, he noticed particularly that the Y.M.C.A. in Colon was about as popular as the dance halls and beer joints.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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2—HANKEL MITH—courtesy THE PHILADELPHIA MUSEUM OF ART
4—REX HARDY JR., U. & U
11—INT.
12, 13—DRAWING BY HOWARD BRIDIE
14—MICHAEL PHILLIPS—bot. H. ACME—middle strip ACME (2), INT—GER. H. INT. and bot. H. A. P.
15—MICHAEL PHILLIPS—W. W., INT. (3)—INT., ACME (2), W. W.
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39, 40, 41, 42—A. G. SPALDING & BROS. from the COLLECTION OF KENNEDY & CO., N. Y.
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60—A. C. ALLEN
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excesses on such issues as the sit-down strikes, during which he talked of the strikers as "revoluting" and praised the vigilantes as "modern minute men." To be sure, there are other times when his statesmanship is so broad-gauge as to be somewhat indecisive. But he also does a great amount of useful and sensible work, which is more than can be expected of most Senators.

As Nature's Senator, he enjoys himself vastly. During recesses, he relaxes cheerfully at a cottage on Lake Michigan, limiting his chores to a little orating and statement-making. Although he is now very strong in his State, he has never bothered to build a personal machine. But while the Senate is in session he keeps up a killing pace, rises at 7:10 every morning, walking from his hotel to Capitol Hill, working in his office or on the Senate floor till at least 5:30 every afternoon, and dining out, entertaining, or doing homework on legislation every night. He likes the minutiae of the law-making process, and is a great writer and offerer of amendments. He dearly enjoys speaking in a big debate, and generally prepares a set speech on every major measure. He loves parties, and he and his second wife, a charming and intelligent newspaperwoman, are probably more in demand, of an evening, than any other Senatorial couple. For approximately the same reasons as when he was in high school, he has few friends. Yet he is anything but lonely now. With his work, his play, and his pleasingly conspicuous position, he is having the real time of his life.

"I had no youth," he is fond of saying. "I went to work when I was 9, and I never got a chance to enjoy myself until I came to the Senate."

THE GREAT RENUNCIATION

That may be one reason for his great renunciation. Certainly another is that he did not think the Republican 1940 nomination worth the trouble of seeking, until last November's voting. He used to be given to such remarks as, "Why should I kill myself to carry Vermont?" and his announced ambition was to engineer a grand alliance of Republicans and conservative Democrats. Now that Republican chances are looking up, he may conceivably change his tactics. But he is deeply committed to "not seeking" the Presidency, and he still has a passionate distaste for being beaten in anything, which causes him to shrink from gambling even for glorious stakes. Moreover, one can't help suspecting he cherishes the hope of every statesman, that in the end the great office will have to seek him.

Political patterns repeat themselves, and perhaps the best way to forecast Vandenberg in 1940 is to look back to Vandenberg in 1936. Then, much more than now, he might have had his party's nomination if he had started after it early. Then as now, he refused to start. Yet when Convention time came, he gave every sign of wanting the lightning to strike, from sharply disparaging his competitors—he is reported to have called Alf M. Landon "that cornhusker"—to setting up a sort of Convention headquarters in Cleveland. In the end, he was offered the Vice Presidency. John D. M. Hamilton, generalissimo of the Landon forces, went to his hotel to ask him to take it. He received Hamilton lying on a sofa, and replied rather coldly that he could only accept a unanimous nomination, like Landon's. It was impossible to give him the demanded guarantee.

A man who would have taken second place in 1936 even if only "on a silver platter," is all but sure to hanker for first place when 1940 rolls around. As it is, however, Arthur Hendrick Vandenberg seems likely to play a prolonged engagement in his great role of Nature's Senator.



Family group: Mrs. Vandenberg, the Senator with Grandson "Duke" Knight, Daughters Barbara (Mrs. John Knight) and Betty (Mrs. Edward Pfeiffer) and Son Arthur Jr.



Character

*gives Black & White
the place of honor!*

Fine character is always respected. Naturally Black & White finds a place of honor wherever noble quality is appreciated. This famous old Scotch has a definite personality. You recognize it in the magnificent flavor and rare bouquet. The character which these qualities give to Black & White has been faithfully maintained since the blend was created, generations ago. This steadfast character is your assurance of unvarying satisfaction, no matter where or when you ask for Black & White.

**EIGHT
YEARS OLD**



"BLACK & WHITE"
BLENDED SCOTCH WHISKY • 86.8 PROOF

The Scotch with Character

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Life goes on Shore Leave

with 40,000 sailors of the U.S. Fleet in Panama



Precocious interest in arrival of Fleet is shown by this small black girl looking north from Colon toward the airplane carrier *Lexington* and the other ships in the distance. War games begin Feb. 13, last three weeks, soon after which almost the whole fleet will visit New York for the World's Fair.



Sailors reach shore in motor launches. Battleship launches carry 120 each but this destroyer launch only holds 22 sailors at a time. Below, sailors returning to duty carry shore purchases of pajamas, perfume and soap in neat paper bags such as American housewives often use when they go marketing.



En route from the Pacific to the Caribbean for its annual war games, the U.S. Fleet last fortnight paused briefly at Colon after a 96-hour eastward passage through the Panama Canal. This pause gave 40,000 sailors a chance to taste shore life in the Fleet's largest mass debarkation of the year.

Sailors on shore are proverbially drunk, disorderly and troublesome. This is an outrageous libel on modern U.S. sailors who, although they have a fine time on shore, behave better than most civilian tourists. Last fortnight Admiral Claude C. Bloch, Commander in Chief of the U.S. Fleet, thanked the Panamanians for their reception of his men, whose general behavior while in Colon was practically perfect.

One reason the behavior of U.S. sailors on shore has improved is the Depression, which has improved the quality of sailors. During good times the Navy has a hard time recruiting men, takes what it can get. In hard times it can pick and choose. For the last five years the Navy has only accepted about one applicant out of ten. In 1938 172,000 men applied, of whom only 16,300 were enlisted. No man over 25 may enlist in the Navy. When his three or four year term ends, he may re-enlist or quit. Most enlisted men in the Navy are now between 21 and 24 but six over 40 are still in service. At present, the average enlisted man has had two years of high school but many are high school graduates and one in 100 has been to college. An apprentice seaman gets \$21 a month. After four months, he becomes a second-class seaman who gets \$36 a month. He may eventually become a chief petty officer at \$126 a month. If a sailor does any damage ashore, he alone is responsible for it.

At Colon, sailors went ashore for six hours in relays, leaving their ships at ten, eleven or twelve and returning at four, five or six. When the last of the 40,000 men who got shore leave had returned to their ships, only one infraction of discipline had been noted. This was the case of a sailor who, having missed the five o'clock launch on which he should have returned, reported for duty an hour late.



Colon's most popular cafe is the Atlantic Nite Club where the beer costs 10¢ a glass and the colored water, world's standard drink for well-behaved cabaret hostesses, 75¢ a glass. Though called "blue jackets" by officers, sailors wear blue only in the



Colon's carriage drivers did a thriving business while the Fleet was in the harbor. Fares are usually 50¢ an hour but sailors usually pay considerably more. Behind the Panamanian pedestrian are the tracks of the Panama Road that runs across the Isthmus to Balboa.



Instead of liquor, not allowed on board, sailors bought fruit. The powdered-milk can in the background is typical of the tropics, which have few cows. Colon's colored people are West Indians, descendants of laborers who helped build the Canal.



For duty in the tropics, they wear cool white drill uniforms with caps to match. It is not only common but almost compulsory for sailors' girls to borrow their escorts' hats. The fat girl who is the Atlantic's chief singer of lullaby songs has borrowed that of the chief petty officer in the background.



Dancing in the Atlantic Nite Club was conducted in gentlemanly fashion. Popular was the Atlantic's mistress of ceremonies shown above, in white dress. When not dancing, she spent all her time singing *A-Tisket, A-Tasket*, which the sailors liked.

Look Ahead-



DON'T LET THIS HAPPEN TO YOU*

LOOK into the mirror. Are your temples soaring higher?

Look at your coat collar. Is it littered with dandruff?

How much hair comes out when you comb it?

Take heed. Take care of the hair you have. Once gone, hair is gone forever. Don't let this happen to you.

The regular application of Kreml is a fine investment in your present and future appearance.

Kreml removes every speck of dandruff. It checks falling hair. It feels so refreshing, so stimulating to your scalp, so promising of reward.

Kreml is a marvelous dressing, too. Not sticky or greasy, yet it keeps the hair neat as a pin. Women are equally enthusiastic about Kreml. It gives the coiffure such an alluring sheen, especially after permanents. Ask for Kreml at drug stores, barber shops and beauty parlors.

Kreml Shampoo is a splendid ally of Kreml Hair Tonic. It is made from an 80% olive oil base, cleanses hair and scalp thoroughly and leaves hair easy to manage.

*Kreml is effective in stopping excessive falling hair—except, of course, in cases where the trouble is caused by the comparatively rare disease alopecia areata, a condition which requires medical treatment.

KREML

REMOVES DANDRUFF
CHECKS FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE

Life goes on Shore Leave (continued)



Beer rather than gin or whisky was the most popular drink with sailors on shore leave. Bars in Colon and its twin city Cristobal were crowded all day by sailors.



Cameras were forbidden in the Canal locks area this year, due to spy scare, but permitted elsewhere. About one sailor in five has a camera, uses it when he can.

GET THIS
PAL!



For Quick Relief:

-Flush them out!

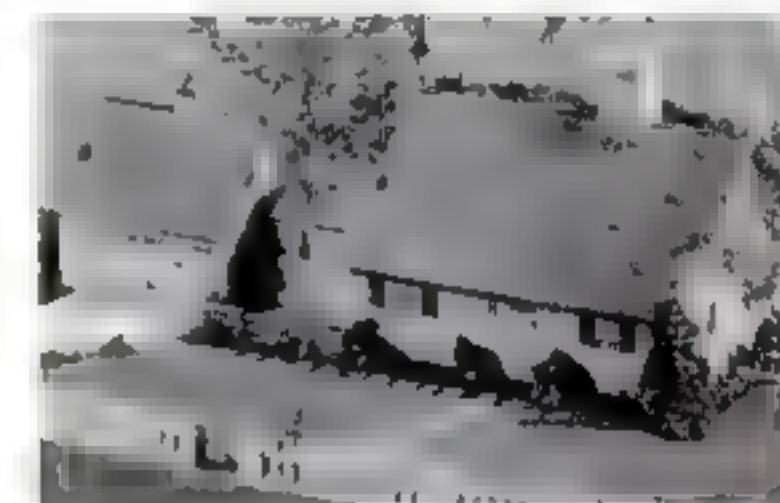
NO NEED TO CRINGE with sharp muscle pains—there's a smart way to flush out poisonous fatigue acids that are giving you trouble. When you overdo, they make muscles swell and ache. Put Absorbine Jr. to work! Accepted laboratory tests proved it speeds the blood through the muscles to flush away the acids. Does a quick job of easing sore, stiff muscles. Splash it on after exercise and 2 or 3 times a day. At all druggists, \$1.25 a bottle.

Free sample, address: W. F. Young, Inc., 352 Lyman Street, Springfield, Mass.

FAMOUS also for Athlete's Feet—Sprains—Bruises

ABSORBINE JR.

TRADITIONAL or MODERN



Which do you prefer? You saw the houses in Section 104. LIFE NOW is a real complete scale model of the modern and traditional houses. Start designing these much to keep them in your mind. Famous and tests.

LIFE HOUSES

320 East 2nd Street
Chicago, Ill.

I enclose \$ for LIFE model houses, each complete with floor plans and Plan Furniture cut-outs. I am checking the numbers of the houses you are to send. Shipment postpaid. If models are in any way damaged, factory money will be refunded if I return shipment within 5 days.

☐ \$2.50c ☐ \$4.75c ☐ \$6-\$1.00 ☐ \$8-\$1.00
☐ \$3-75c ☐ \$5-\$1.00 ☐ \$7-\$1.00

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That's
Really
FAST!



That
Won't
Let You
DOWN!

When a headache strikes. Snap Back With STANBACK! Also fast relief from neuralgia, muscular aches and similar inorganic pains. A trial should win you for LIFE! 10¢ & 25¢ at your drug store.

10¢
25¢

STANBACK

HEADACHE POWDERS

TRIAL OFFER: 25¢ Package! Mail this ad and 10¢ to cover packing and postage. STANBACK COMPANY, SALISBURY, NORTH CAROLINA

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

HERE'S A SPECIAL SHAVE CREAM

**It's Not a SOAP... Not Greasy
Needs No Brush... Leaves
Your Skin Soft and Smooth**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider actually relieves soreness and helps prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-19, Glastonbury, Conn.

WAKE UP YOUR LIVER BILE...

**Without Calomel
— And You'll
Jump Out of Bed
in the Morning
Rarin' to Go**



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks pink.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get those two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow free y. Ask for Carter's Little Liver Pills by name, for at all drug stores.

Ease Dryness, Coughs RASPY THROAT DUE TO COLDS



If your throat is tormented with irritation a Vicks Cough Drop dissolved naturally in your mouth will give the troubled membranes a soothing, medicated bath—for 12 to 15 minutes! Relief comes fast because Vicks are really medicated, medicated with throat-soothing ingredients of Vicks VapoRub—famous for relieving coughs and discomforts of colds.

**MEDICATED
VICKS COUGH DROPS**



American women did their best to entertain the sailors by selling them mild refreshments. The sign behind the tent marks the Fleet order desk of the commissary.



Colon girls put in an exceedingly busy day entertaining the sailors on Cash Street which was even better patronized than the ice-cream tent or the Atlantic Nite Club.



A sailor plays a horn in the Atlantic Nite Club's band. Because all of the men had to be back aboard their ships by 6 p.m., the Fleet missed that hot spot's floor show.

TEACHER'S *Perfection of Blended* SCOTCH WHISKY



*"It's the
flavour"*



86 PROOF

Men who have learned to relax, who lead well-ordered lives find Teacher's *balanced* flavour deeply satisfying. Teacher's hearty...not heavy...taste, mild smoothness never vary.

Made since 1830

by Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS, Schieffelin & Co.,
NEW YORK CITY • IMPORTERS SINCE 1794

New life for the old FAMILY ALBUM with indoor "snaps"

(EASY TO TAKE WITH
G-E PHOTO LAMPS)



1. Fed up? Are you tired of photo albums that are all "vacation shots?" Then, here's a suggestion to give new life to your album. Get out your camera and take some snapshots indoors, with G-E MAZDA Photo lamps.



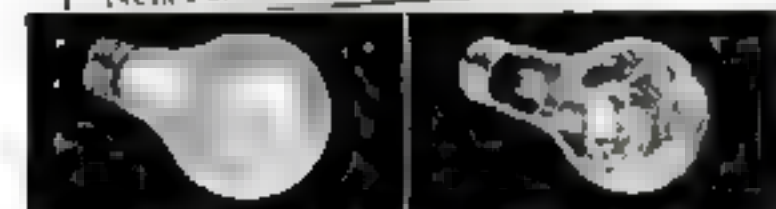
2. For action, natural as can be, you'll want G-E MAZDA Photoflash lamps. Their split-second flash helps you get crisp, clear photos like this. Each lamp gets one picture. Good for color, too.



3. And for dozens of shots, get G-E MAZDA Photoflood lamps. Their brighter, whiter, continuous light, used with new "super" type high speed film permits snapshots indoors, even with box cameras. Grand for home movies. Buy them where you buy film.

And to be sure of better pictures...
be sure your photo lamps are "G-E"

FREE! Helpful new exposure guide for synchronized flash shots with G-E MAZDA Photoflash lamps. Write Department 166-L, General Electric Company, Nela Park, Cleveland, Ohio.



New Lower Prices
G-E MAZDA
Photoflood Lamps

No. 1 (was 25c) **20c**

No. 2 (was 50c) **40c**

Action? Pets?

G-E MAZDA
Photoflash Lamps

No. 10 . . . **15c**

Brand New

No. 21 **20c**

GENERAL ELECTRIC
MAZDA PHOTO LAMPS

PICTURES TO THE EDITORS



THE SHOW-OFF

Sirs,

You could call this picture "The Swimmer." I guess. The swimmer decided to play hockey on ice 2½ in. thick. I had my trusty Argus Super-X film. He begged me to take him in action. I did. You've got the picture! No. I didn't rescue him! The water was very shallow—2½ ft.—and much too cold looking. Anyway he got out in about one minute. Did he catch cold? No. I did!

MURRAY NAIDICH

MEXICAN FERDINAND

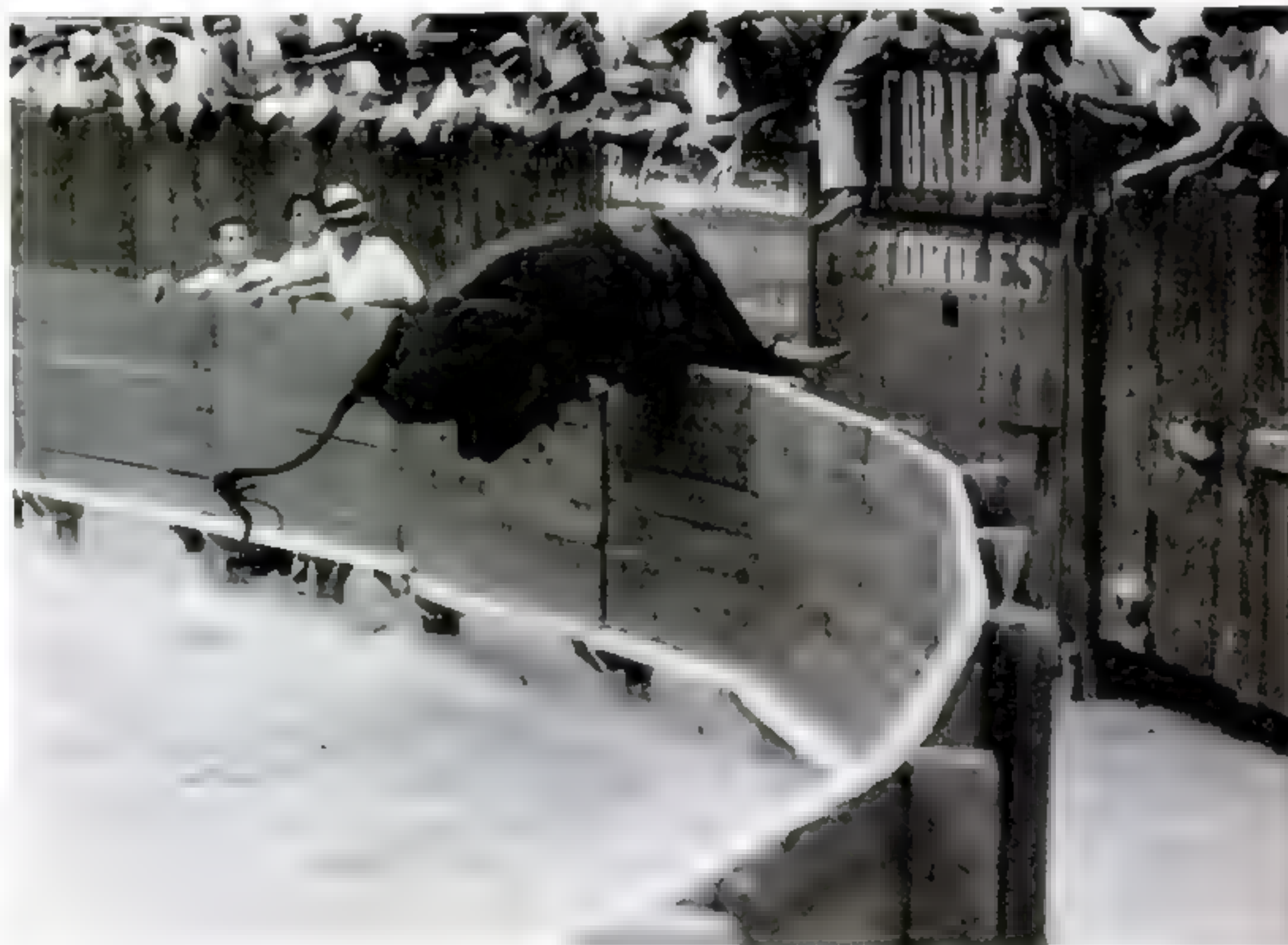
Sirs

I think this must be the original Ferdinand—"the bull who did not want to fight." I took this picture of him as he leaped over the fence of the bull ring at Guadalupe, near Monterrey, Mexico, in June 1935.

Alas, poor Ferdinand! No kindly toreros allowed him, like his literary counterpart, to go back to his cork tree and smell the flowers. This Ferdinand was led inexorably back to the ring to meet his fate.

ROBERT PLATEAU

Chicago, Ill.



"DEBS"

BY

Helen Harper



THERE'S A "ZIP" TO IT

A sweater with a new-age, out-of-sight zipper to give its little-girl neck a smooth, flat closing. Knitted in Chalkelle rayon and cotton. Ice cream soda colors. Also in feather-weight zephyrs.

At smart stores everywhere. **200**

Write to us for a copy of our Helen Harper spring booklet.

BLUME KNITWEAR INC.
1372 BROADWAY • NEW YORK CITY



SNOW SCULPTURE

Sirs:

Here is an addition to your pictures of snow sculpture (LIFE, Jan. 16). This summery scene was carved by an ama-

teur sculptress of Winnipeg, Mrs. L. M. Veszy.

MRS. THELMA R. OTTER
Winnipeg, Manitoba



Sirs:

Here is a picture which will show what delicate and graceful work can be done with ice and snow. It is the "Spirit of Music," outside the Theta Chi House at

Dartmouth. I took it when I was an undergraduate in 1934.

JAMES A. DUNN
Ambridge, Pa.



Sirs:

This lovely ice church on the Lawrence College campus in Appleton, Wis., was built of ice blocks. In the eve-

ning it was illuminated by colored lights.
J. DE COCK
Escanaba, Mich.



RAW THROAT? Start Gargling Now!

At the first sign of a raw, dry, ticklish throat, gargle with Zonite.

Gargling with Zonite benefits you in three ways: (1) it kills the germs connected with colds — *at contact*; (2) eases the rawness in your throat; (3) relieves the painful swallowing.

If you're looking for antiseptic results, and not just a pleasant-tasting mouthwash—Zonite is your product!

So be prepared. Get Zonite from your druggist. The minute you feel rawness in your throat, start gargling. Use 1 teaspoon of Zonite to $\frac{1}{2}$ glass of water. Gargle every 2 hours. Soon your throat feels better.

If you feel feverish or grippy, see your doctor at once.



DANDRUFF ITCH? Here's an Antiseptic Scalp Treatment

Shampooing with plain soap is good. ...But many doctors say this: When you have dandruff caused by germs, the best way to combat it is to *kill the germs* when you cleanse your scalp and hair.

Here is a simple treatment that does what skin specialists say is necessary:

1. Add 2 tablespoons of Zonite to each quart of water in basin.

2. Massage head for 3 minutes with this Zonite solution. *This gives head an antiseptic cleansing—stimulates scalp—kills germs on hair and scalp at contact!*

3. Lather head with good shampoo, using same Zonite solution. (We recommend "Barcelona" Castile Shampoo.) *This loosens dirt and dandruff scales.*

4. Rinse very thoroughly. *This leaves scalp clean and sweet-smelling.*

5. If scalp is dry, massage in a good oil hair dressing. *This relieves dryness.*

Do this twice a week at first. And later, once a week.

MONEY-BACK GUARANTEE

We are convinced that if you use this Zonite treatment faithfully, you'll be delighted with results. *That is why we guarantee complete satisfaction—or your money back in full!* Zonite, New Brunswick, N. J. In Canada, Ste. Therese, Que.



* Zonite is a clear, colorless, liquid antiseptic—an improvement on the famous Dakin Solution which revolutionized World-War surgery...

Use **ZONITE** for
FIRST AID • SORE THROAT
BAD BREATH • DANDRUFF
ATHLETE'S FOOT

ZONITE—THE FAMOUS ANTISEPTIC THAT CAME OUT OF THE WORLD WAR*

1889 • BOTANY'S 50th ANNIVERSARY • 1939

a Botany Fabric

LUCKY YOU

when the clothes you buy bear this label. For when you see the name Botany on any garment, it is your insurance of lasting quality.

It's Botany for Quality

BOTANY
WORSTED MILLS



See Botany Exhibits at World's Fairs—East and West

SKIN ITCHY?

RELIEVE the nagging torment and quickly soothe tender, irritated parts with comforting, effectively medicated,

RESINOL

"Well!...look at Hercules!"



JIM: Huh! I'm one up on Hercules...he never had any underwear! This stuff's knitted cotton...keeps me comfortable because it absorbs perspiration. I won't have that clammy feeling when we go out!

JACK: Says you, Here! You only go half-way. Let me show you a thing or two about real comfort!



JIM: Say! Where do you think you are...back on the crew? Steady, Big Boy...you'll make the varsity yet!

JACK: Okay! Okay! But...talk about soaking up perspiration! These wing sleeves protect my shirt and suit-lining. Never thought of that, did you? And look...my shorts can't ride up either...they've elastic at the legs and waist!



JIM: Say what you like about your crew shirt...but you can't beat MUNSINGWEAR for underwear!

JACK: You're telling me? What do you think this is!

Munsingwear Knitted SKIT-Shorts 50c Munsingwear Knitted Crew-Neck Shirt 50c
Munsingwear Knitted Athletic Shirt 50c Munsingwear Knitted Briefs 50c

Follow the trend to Knitted Underwear...

Go Modern...Go

MUNSING
Wear

MUNSINGWEAR INC. • MINNEAPOLIS

PICTURES TO THE EDITORS

(continued)



"THAT SMELLS"

Here's:

Here's a picture of Gaylord Browne, Evansville College music department head, at a rehearsal of the Evansville Philharmonic Orchestra which he directs. Professor Browne was operating from a chair on a table. The first violins were "smelling" particularly badly.

HUGH HAZELRIGG
Evansville, Ind.

HOLDER UPPER

Sir:

While on a cycling trip through Europe last year, I paused briefly and held up the leaning tower of Pisa while my companion took the picture.

CARTER WILLIAMS
Boulder, Mont.



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LOOKY, MOTHER! MARTHA WASHINGTON'S OWN RECIPE FOR DEVIL'S FOOD CAKE!



WE'LL MAKE IT, DOTTIE! WITH BAKER'S CHOCOLATE JUST AS SHE DID! CAN'T YOU PICTURE MARTHA WASHINGTON...



... can't you just see her in the great kitchen there at old Mount Vernon—cutting the chocolate and bussing the making of this cake! For even though they had slaves, the great ladies of that period were as interested in cooking as we are now. They often took a hand in making special delicacies. And just think, Dottie...



... no doubt the chocolate that made Martha's cake rich and luscious was this same Baker's Chocolate we use today. For Baker's has been America's fine chocolate since 1780. Each new generation finds that the richness of Baker's... its moist, creamy smoothness and real chocolate warmth of color and flavor... never have been surpassed.



HEY, MY NOSE TELLS ME THERE'S SOMETHING MIGHTY GOOD IN THERE!

DEVIL'S FOOD CAKE—LIKE MARTHA WASHINGTON USED TO MAKE FOR THE FATHER OF OUR COUNTRY!

AND WE USED BAKER'S CHOCOLATE TOO... JUST LIKE SHE DID! IT'S YUMMY DADDY!

MARTHA WASHINGTON'S DEVIL'S FOOD CAKE

(Recipe adapted to modern measurements from "Martha Washington's Rules for Cooking" published by Ann Parks Marshall, Washington, D.C.)

- | | |
|---|------------------------------------|
| 4 squares Baker's Unsweetened Chocolate | 1/2 teaspoon soda |
| 1 cup sugar | 1/2 teaspoon salt |
| 1/2 cup buttermilk | 1/2 cup butter or other shortening |
| 2 1/2 cups sifted Swans Down Cake Flour | 1/2 cup sugar |
| 1 1/2 teaspoons Calumet Baking Powder* | 3 eggs, well beaten |
| | 1 cup buttermilk |
| | 1 teaspoon vanilla |

Melt chocolate over boiling water; add 1 cup sugar and 1/2 cup buttermilk and stir over boiling water until sugar is dissolved. Cool.

Sift flour once, measure, add baking powder, soda, and salt, and sift together three times. Cream butter thoroughly, add 1/2 cup sugar gradually, and cream together until light and fluffy. Add eggs and beat well. Add about 1/2 of flour mixture, mix thoroughly; add chocolate mixture and blend. Add remaining flour, alternately with buttermilk, a small amount at a time, beating very thoroughly after each addition. Add vanilla. Bake in greased 15x9x2-inch pan, in moderate oven (350° F.) 30 minutes, or until done. When cold, trim edges, cut in half crosswise, and put together as a two-layer cake, matching edges carefully. Spread tops and sides with Martha Washington Fudge Frosting.

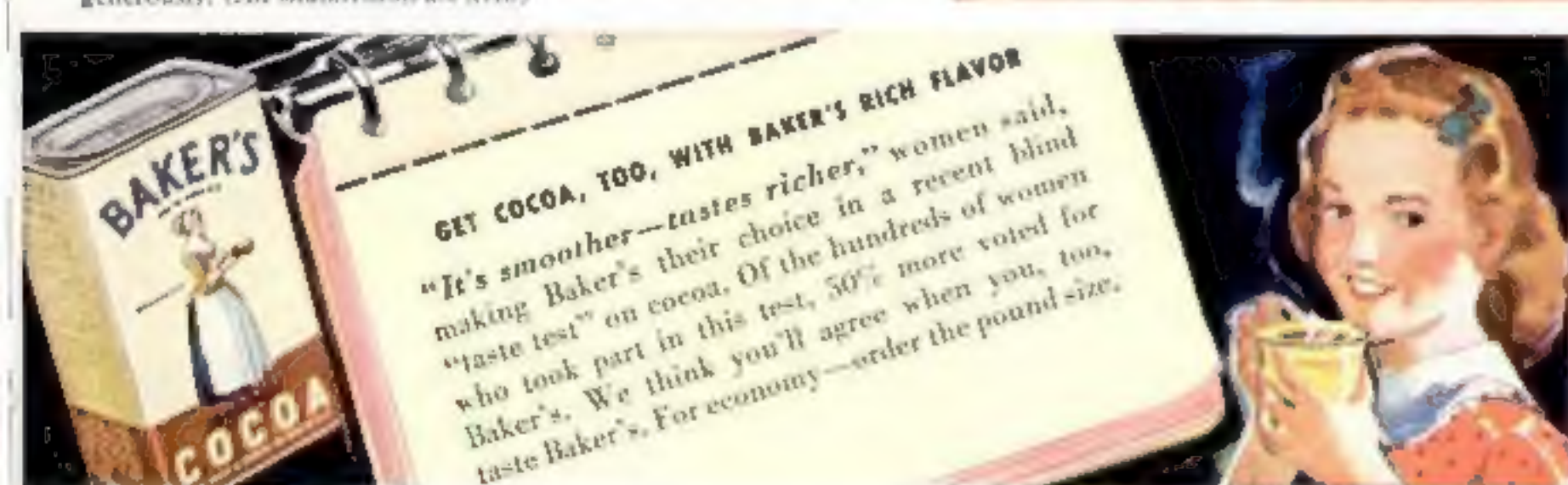
* If another baking powder is used, adjust the proportions as recommended by the manufacturer.

MARTHA WASHINGTON FUDGE FROSTING

Combine 1 1/2 cups sugar, 1/4 cup water, 1 tablespoon light corn syrup, and a dash of salt in small saucepan. Bring quickly to a boil, stirring only until sugar is dissolved. Then boil, without stirring, until mixture forms a very soft ball in cold water (232° F.). Cool to lukewarm (110° F.). Melt 4 squares Baker's Unsweetened Chocolate in medium saucepan over boiling water. Add 4 tablespoons butter and 1 teaspoon vanilla. Remove from boiling water. Add syrup gradually, stirring constantly. Continue stirring until smooth and thickened. Place again over boiling water and stir until frosting is softened and of right consistency to spread. Remove from boiling water and spread on cake. If necessary, place over hot water to keep soft while spreading. Makes enough frosting to cover tops and sides of two 7 1/2x9-inch square layers or tops of layers generously. (All measurements are level.)



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